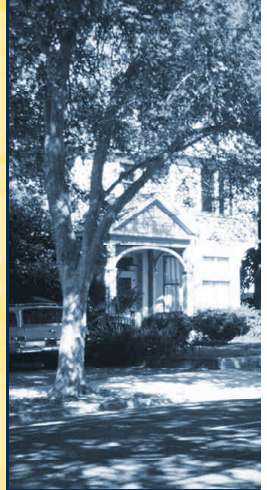
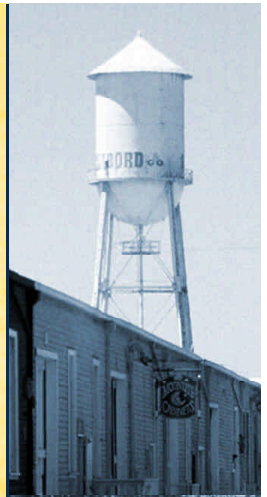


MAY 2002

neighborhood improvement plan

# Spartan Keyes



STRONG NEIGHBORHOODS INITIATIVE



## Vision Statement

The Spartan Keyes neighborhood consists largely of single-family homes. Architectural styles include classic Victorians from the turn of the century and post-1906 Craftsman-style bungalows. These residential building styles, particularly where combined with tree-lined streets, give Spartan Keyes a traditional and generally attractive neighborhood character. New multifamily housing with more traditional architectural forms have been developed that complement existing homes, however a number of unattractive 1960's era apartment complexes concentrated near Keyes Street detract from the neighborhood aesthetic. The neighborhood's residential areas are separated by the Keyes Street commercial strip, a railroad-related light industrial corridor in the 'East Gardner' area, and a series of very heavily traveled, one- and two-way north-south streets. The neighborhood does not include a single public open space, neighborhood school or community center, nor does it have a concentration of neighborhood-oriented commercial businesses, such as dry cleaners, specialty food services or restaurants.

Despite the physical barriers within the neighborhood and the lack of community-focusing features such as parks, schools, and cafes, Spartan Keyes has developed a thriving and organized community. A variety of artists and San Jose State art department faculty and students live in the area and work in local studios and campus facilities. The Spartan Keyes neighborhood is already a unique environment and connecting the neighborhood to San Jose State University and the SoFA district to the north. The Spartan Keyes Neighborhood Association has promoted a variety of improvement efforts, such as the Neighborhood Garden Project, and been successful at keeping residents involved in the community.

Prior to the Strong Neighborhoods Initiative, the preparation of the *East Gardner Specific Plan* (to be renamed) which will guide the conversion of the heavily industrial East Gardner to a more residentially-oriented community. Together, the *Neighborhood Improvement Plan* and the *East Gardner Specific Plan* promote a vision that unifies the disparate residential areas of Spartan Keyes into a more livable and truly unique neighborhood. Traffic calming efforts reduce traffic speeds on neighborhood streets, encouraging pedestrian and bicycle circulation. On-street parking is preserved for residents. Industrial facilities, auto services, bars, liquor stores and other land uses that detract from neighborhood appearance and property values are phased out and replaced with new development that complements the residential areas. Along the Keyes Street commercial corridor, new development and investment is focused over time to create a neighborhood business district, similar to Lincoln Avenue or The Alameda, with locally-oriented businesses and an inviting streetscape within walking distance of most residents. A neighborhood grocery store and a mix of attractive local restaurants, cafes, and services will enliven this commercial core.

Within the *East Gardner Specific Plan* area, historic older industrial buildings and sites are renovated to accommodate a lively mix of residential, commercial, recreation, education- and arts-oriented uses. Preserved historic buildings such as the American Can Company anchor a community-oriented complex that includes a large

neighborhood park, educational facilities and meeting rooms. The SJSU sculpture and metal work Foundry remains a focus for artisan activity in the area, with workspaces and studios occupying former industrial warehouses and sites. Infill housing accommodates a diverse and growing neighborhood population.

The Spartan Keyes neighborhood encompasses two new parks, one in East Gardner on the west, the other at the Story Road landfill on the east. A combination of active facilities and quiet naturalized areas offer a variety of recreational activities. A continuous trail along Coyote Creek links the neighborhood to nearby Kelley Park and Happy Hollow Zoo as well as to the regional open space network.

## Executive Summary

Launched in July 200, the Strong Neighborhoods Initiative (SNI) is a partnership between the San Jose City Council, Mayor, residents and business owners. The goal of SNI is to improve neighborhood conditions, enhance community safety, facilitate community services, and strengthen neighborhood associations. The SNI is funded through resources from the City of San Jose Redevelopment Agency, grants, private investments, and public-private partnerships. Spartan Keyes is one of twenty-two neighborhoods in San Jose that have been designated as Strong Neighborhoods Initiative districts.

### Vision

The *Neighborhood Improvement Plan* promotes a vision that unifies the disparate residential areas of Spartan Keyes into a safer, more liveable, and truly unique neighborhood. Key elements to the achievement of this vision include; preserving and enhancing the character of established residential areas, encouraging pedestrian circulation, enhancing the local business district and developing community-oriented open space.

### Goals and Objectives

Goals and objectives relate to specific problems, concerns, or desires identified by the community and the Neighborhood Advisory Committee during the development phase of the *Neighborhood Plan*. The goals listed below generally identify what should be achieved and are intended to guide the efforts by the Spartan Keyes community and City Departments over the long-term. The objectives are contained within the Goals and Objectives chapter of the *Plan*, and describe specific ways of achieving the related goal.

#### *Plan Goals:*

- Calm traffic throughout the neighborhood and discourage cut-through traffic on local neighborhood streets as feasible.
- Improve pedestrian and bicycle circulation within the neighborhood and to adjacent districts and nearby destination.
- Mitigate the parking effects from San Jose State University, Spartan Stadium, and related special events at adjacent recreational facilities.
- Develop community parks to serve neighborhood residents.
- Improve and maintain remnant open spaces.
- Maintain and expand the community garden network.
- Improve the appearance and physical condition of neighborhood streets.
- Reduce noise levels produced by the adjacent freeway and on-street truck traffic.
- Build on the existing traditional neighborhood character through improvements to residential properties.
- Reduce anti-social activity within the neighborhood.
- Improve conditions beneath and adjacent to freeways to increase safety and create a more pedestrian-friendly environment.



- Reduce the number of homeless encampments under and along I-280, Keyes Street, and along the rail spur.
- Encourage development of public facilities within walking distance of the neighborhood.
- Adjust land use policies to encourage neighborhood-oriented commercial development and infill residential development.

## Improvement Plan Concepts

The improvement recommendations for the Spartan Keyes neighborhood are organized under five main categories which represent the plan concepts. Recommended improvements address the neighborhood's physical condition, security, land use and circulation. The concept categories are as follows:

- *Neighborhood Circulation and Parking*
- *Neighborhood Parks and Open Space*
- *Neighborhood Conditions and Maintenance*
- *Neighborhood Security*
- *Neighborhood Development*

### *Neighborhood Circulation and Parking*

A major concern of neighborhood residents is the volume and perceived speed of traffic within the Spartan Keyes area. The proximity of the neighborhood to Interstate 280, Highway 101, San Jose State University, and Spartan Stadium results in significant amounts of non-local through-traffic. Circulation and parking improvements recommendations focus on improving neighborhood-oriented vehicular, pedestrian and bicycle circulation, and preserving on-street parking for residents during special events.

### *Neighborhood Parks and Open Space*

There are no City parks or public open spaces within the Spartan Keyes neighborhood. Throughout the neighborhood planning process, a major objective has been to designate and develop sites for neighborhood-oriented open space and recreation. Residents would like to develop several neighborhood parks which would offer opportunities for both active and passive recreation.

### *Neighborhood Conditions and Maintenance*

The appearance of streets and private properties influences how residents and non-residents perceive and treat the neighborhood. Recommended improvements focus on increasing the overall aesthetic quality of Spartan Keyes while supporting the neighborhood's traditional residential character.

### *Neighborhood Security*

Spartan Keyes residents identified illegal activity related to gangs, alcohol and drugs, as well as pedestrian safety and homeless encampments as neighborhood security issues that need to be addressed. Recommended improvements are intended to promote a safe and comfortable neighborhood environment that supports pedestrian activity and property values.

### *Neighborhood Development*

The *East Gardner Specific Plan* (EGSP) addresses policies for land use and development within the East Gardner area, which covers the western half of the Spartan Keyes neighborhood. Recommendations in this *Neighborhood Plan* expand upon the policies of the EGSP to address the entire Spartan Keyes community. The two plans will work together to establish neighborhood-oriented policies for development and implementation of the neighborhood improvements needed to create a vibrant, livable, urban community.

### **Action Items “Top Ten”**

The “Top 10” Action Items are the most important neighborhood priorities. They reflect the NAC’s weighing of current neighborhood issues, long-term neighborhood vision, and likely cost. Some of the Action Items are capital improvements, such as the development of neighborhood open space. Others are policy or program-oriented, such as revitalization of the neighborhood commercial area. The Top 10 Action Items for Spartan Keyes are as follows:

1. Develop Public Open Space at the Story Road Landfill
2. Prepare and Implement a Neighborhood Traffic Calming Plan
3. Improve the Keyes Street Streetscape
4. Revitalize and Attract Neighborhood Friendly Businesses Along Keyes Street
5. Develop a Neighborhood Park in the East Gardner Area
6. Develop Arts-Oriented Uses in the East Gardner Area
7. Study and Mitigate Neighborhood Noise Levels
8. Improve Access to Elementary Schools
9. Explore Opportunities for a Neighborhood Elementary School
10. Improve the Martha Street Corridor as a Pedestrian/Bicycle Route



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# Introduction

## *The Strong Neighborhoods Initiative*

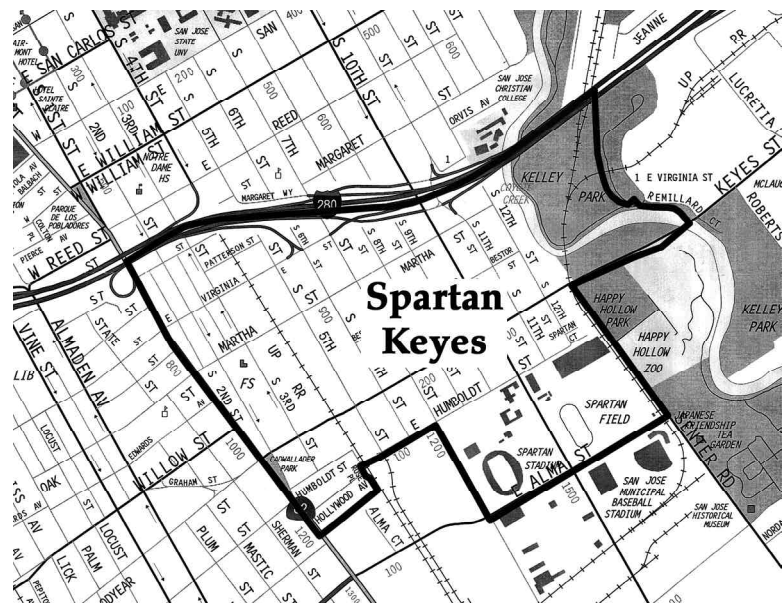
Launched in July 2000, the Strong Neighborhoods Initiative (SNI) is a partnership between the San Jose City Council, Mayor, residents and business owners. The goal of SNI is to improve neighborhood conditions, enhance community safety, facilitate community services, and strengthen neighborhood associations. The SNI is funded through resources from the City of San Jose, San Jose Redevelopment Agency, grants, private investments, and public-private partnerships. Spartan Keyes is one of twenty-two neighborhoods in San Jose that have been designated as Strong Neighborhoods Initiative districts.

The SNI has two phases, planning and implementation. In Phase One, residents of each SNI area develop a Neighborhood Improvement Plan that recommends and prioritizes needed neighborhood improvements. Phase Two involves implementation of the Neighborhood Improvement Plan recommendations in the form of improved community services, capital improvement projects, and/or new development. To support the effort, the City of San Jose will form a redevelopment project area that leverages funds into the SNI area.

Each SNI area has a Neighborhood Advisory Committee (NAC) of representative community members that guides development of the Neighborhood Plan and its implementation. The NAC meets regularly to provide direction to City staff and consultants and to gather input from the community.

## *The Spartan Keyes Planning Process*

The Spartan Keyes neighborhood includes a former light industrial area known as East Gardner. Prior to the Strong Neighborhoods Initiative, the City of San Jose began the preparation of the *East Gardner Specific Plan* to guide conversion of the area to a more neighborhood-oriented community. NAC planning meetings began in February, 2001 addressing both plans simultaneously. Over the next year, one public workshop and twelve NAC meetings were held covering neighborhood topics and issues which affected both plans. In January, 2002, the SNI *Neighborhood Plan* and *Specific Plan* processes were separated to allow for more focused input on each. Over the course of the next four months, four more NAC meetings and two additional public workshops were held that focused



### Neighborhood Boundary

solely on the *Neighborhood Plan*. NAC members refined the initial list of neighborhood issues produced at the community workshop in May, 2001 and created a vision for the Spartan Keyes area that has a clear goal of neighborhood revitalization.

The *East Gardner Specific Plan* is a long-range land use and infrastructure plan that will establish a vision for the East Gardner area within the greater Spartan Keyes neighborhood. The *Specific Plan* is a guide for the establishment of a new community with emphasis on housing, family and arts-oriented facilities, and neighborhood-oriented recreation. The *Specific Plan* is a policy document, as compared to the *Neighborhood Plan* which addresses specific action items and their implementation. The *Neighborhood Plan* includes issues addressed in the *Specific Plan* such as traffic circulation, open space development, pedestrian improvements, and arts-related uses. Together, the two plans will guide development and implement the desired neighborhood improvements and help realize the community's vision for Spartan Keyes.



Neighborhood Location

## Existing Conditions

### *Neighborhood Context*

The Spartan Keyes neighborhood is located approximately one mile southeast of Downtown San Jose. The area is bordered by Interstate 280 on the north, San Jose State University's Spartan Stadium and sports fields on the south, Coyote Creek and Senter Road on the east, and 1<sup>st</sup> Street on the west. Kelley Park, containing Happy Hollow Zoo, is located just east of the neighborhood across Senter Road. Coyote Creek runs through the Story Road Landfill in the northeastern portion of the neighborhood. San Jose State University is approximately 1/2 mile to the north across I-280 while the University's athletic facilities are located within the neighborhood itself. The East Gardner area within Spartan Keyes is a historically industrial district where much of the city's food industry was focused.

Spartan Keyes' current population is approximately 4,600. However this number is expected to grow over the next few years with proposed development in East Gardner, which is located in the western portion of the neighborhood. At least one infill housing project is currently underway, with more proposed by the *East Gardner Specific Plan*.

### *Housing*

Spartan Keyes is comprised mainly of single-family homes, with a number of multi-family projects along 12<sup>th</sup> Street, including an attractive condominium project on Martha Street. Architectural styles range from 1990's post-modernist, Craftsman, and classic Victorian from the late 19<sup>th</sup> and early to mid-20<sup>th</sup> Century. Care has been taken to preserve much of the original architectural details of the homes in the area, giving the neighborhood a generally well-established physical character.

### *Commercial and Industrial Development*

Keyes Street is the main commercial corridor within Spartan Keyes. Although many of the businesses are local, few are neighborhood-oriented. Auto related and light industrial uses predominate, with the highest concentrations in East Gardner. Most of these businesses are comprised of utilitarian buildings and overcrowded, poorly maintained asphalt lots which do not complement the residential character of adjacent neighborhood areas.

### *Public and Cultural Facilities*

There are no public facilities within the Spartan Keyes neighborhood. Kelley Park and Happy Hollow Zoo are east of the neighborhood across Senter Road. Two elementary schools and a public library are located just outside of the area but are separated from the neighborhood by heavily traf-



*Auto related businesses dominate the Keyes Street corridor.*





*Several public and regional facilities are located outside the neighborhood.*

ficked streets and I-280. Facilities such as the Compaq Center, Tech Museum of Innovation, San Jose Convention Center, San Jose Museum of Art, Children's Discovery Museum, and Guadalupe River Park are located approximately 1-2 miles away in Downtown.

### ***Streets and Traffic***

***Freeways*** - Interstate 280 connects the Spartan Keyes neighborhood north to the Peninsula, and south to Gilroy and southern Santa Clara County. Traffic conditions during peak hours cause heavy traffic on 6<sup>th</sup> Street, 7<sup>th</sup> Street and 11<sup>th</sup> Street, as these streets connect to I-280 on- and off-ramps. Interstate 680, Highway 101 and State Route 87 are all within 1-3 miles as well, though not directly accessible from the neighborhood.

***Bike Routes*** - Five bike routes are identified on the San Jose Bicycle Transportation Network within Spartan Keyes. Bike routes along 7<sup>th</sup>, 10<sup>th</sup>, and 11<sup>th</sup> Streets and Senter Road all run north/south, connecting Spartan Keyes to Downtown, San Jose State University and greater San Jose. The only east/west bike route runs along Keyes Street, connecting to adjacent neighborhoods and commercial areas east on Story Road.

### ***Neighborhood Assets and Issues***

#### ***Assets and Strengths***

***Location and Access*** – The Spartan Keyes neighborhood is proximate to San Jose State University, Spartan Stadium, Spartan Field, and Downtown. Easy access to freeways, public transit, and Silicon Valley employment concentrations enhance the appeal of the area.

***Neighborhood Character*** - Many of the older single-family homes within Spartan Keyes have distinctive characteristics that are typical of architecture in the 1920's and 1930's, which lends aesthetic appeal to the neighborhood. Residential streets north of Keyes street are lined with mature trees which complement the traditional housing styles. The East Gardner area is predominantly industrial, with structures originally designed to accommodate the food industries that defined the Santa Clara Valley through much of the 20<sup>th</sup> Century. These buildings give Spartan Keyes a unique visual character while reflecting the history of San Jose.

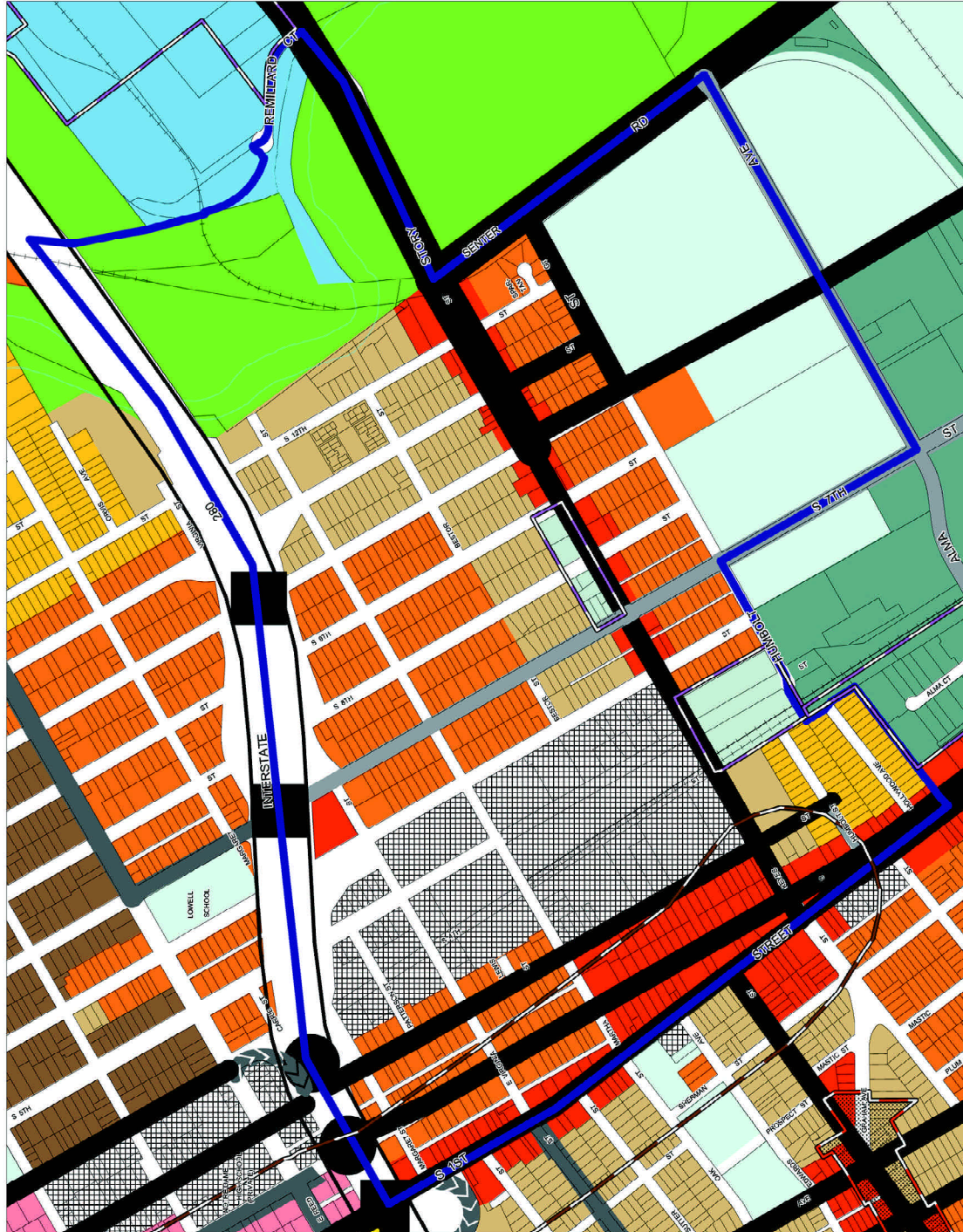


*Many homes in Spartan Keyes have distinct architectural character.*

***The Arts Community*** – Over the years, a small arts community has established itself within the Spartan Keyes neighborhood. A significant number of SJSU arts program staff and students live in or near the neighborhood. Artists working in a variety of mediums rent studio spaces

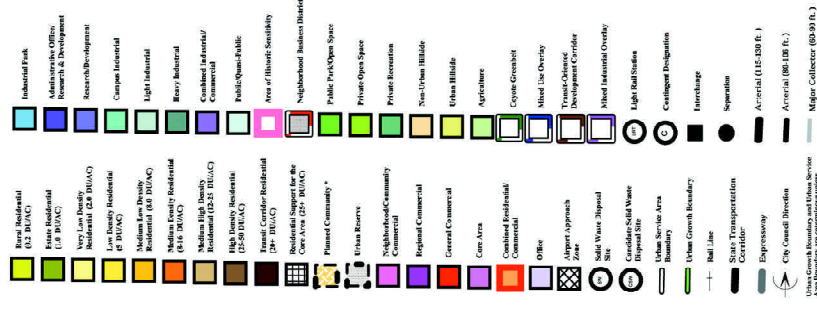


# Spartan/Keyes SNI Planning Area --- General Plan



2020

## Land Use / Transportation Diagram



Spartan/Keyes SNI Planning Area  
Scale: 1" = 510'

Prepared: City of San Jose  
Dept. of Planning, Building and Code Enforcement  
Planning Services Division  
Date: 11/27/07

in several former industrial buildings. Representatives of these groups have organized the Spartan Keyes Arts Coalition to support and expand opportunities for artists and arts activities in the area. The involvement of the arts community supports the unique identity of the neighborhood.

**Community Organization** - The *Spartan Keyes Neighborhood Association* has historically taken an active role in the community organizing neighborhood projects and distributing a local neighborhood newsletter. In addition, residents have organized to take on neighborhood beautification projects, such as street tree planting and landscaping and maintenance of remnant open spaces.

### Issues and Challenges

**Neighborhood Open Space and Public Facilities** – There are no neighborhood parks within the Spartan Keyes area. The closest available open space is Kelley Park east of Senter Road. However, this park is a regional facility, designed for larger citywide events rather than small community activities or neighborhood-oriented recreation.

There are no clear pedestrian routes from the neighborhood to Kelley Park, discouraging residents from using the public facilities such as the jogging track. Spartan Stadium, Spartan Field and several other SJSU athletic fields are located adjacent to the neighborhood but are generally not available for use by the general public.



*Non-local traffic detracts from residential areas and increases noise pollution.*

**Traffic and Parking** – Spartan Keyes experiences a significant amount of non-local traffic due to its proximity to major freeway systems, light industrial areas, and SJSU sporting facilities. This detracts from the character of the neighborhood and is a nuisance to local residents. Major events at Spartan Stadium result in large volumes of on-street parking, particularly in the area south of Keyes Street.

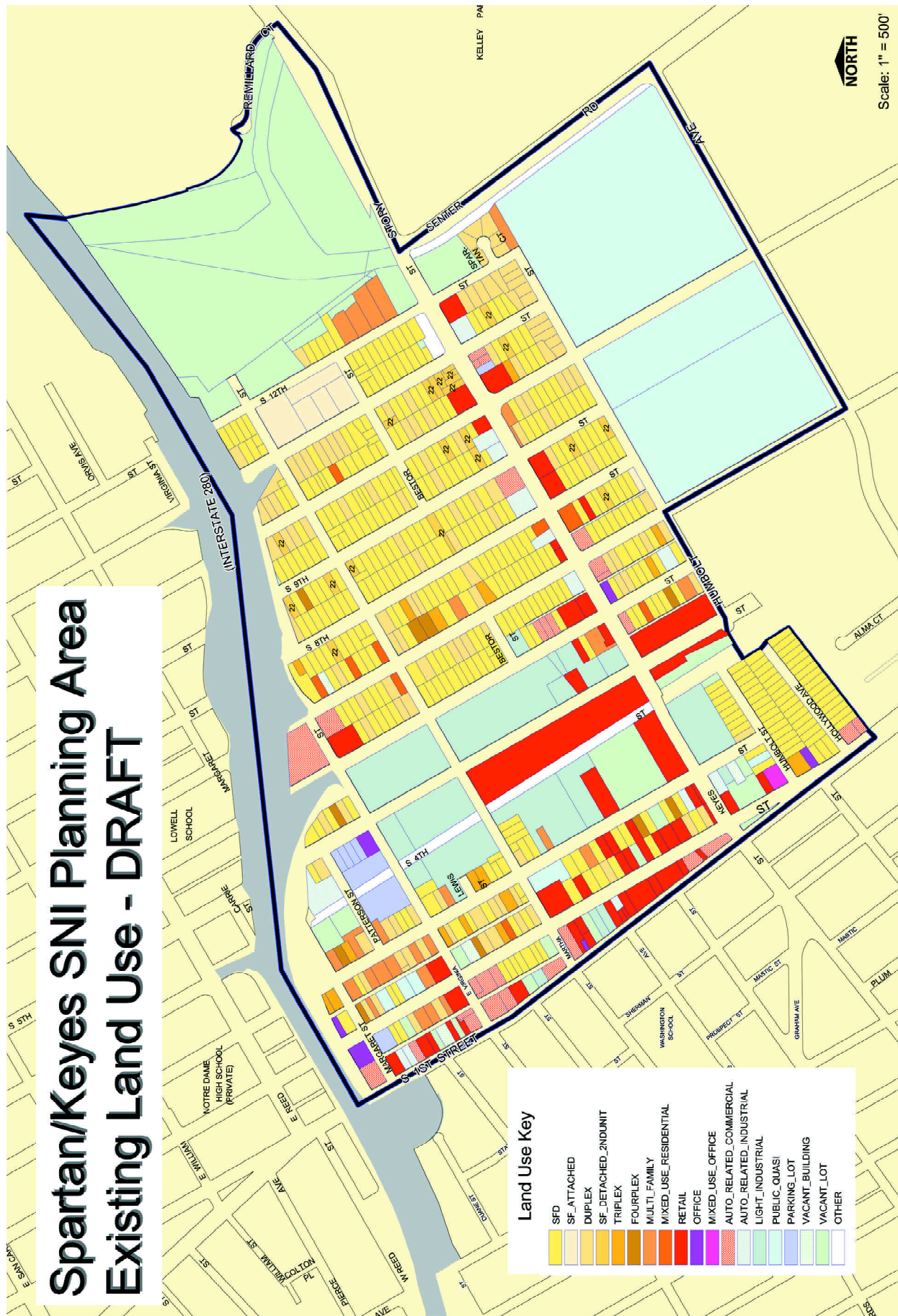


*Many industrial businesses are unsightly, negatively impacting the neighborhood.*

**Land Use Mix** – The Keyes Street commercial corridor is a mix of light industrial uses, auto sales and service centers, convenience stores and bars. The unsightly appearance, noise, and refuse associated with these types of uses overshadow the character of the surrounding residential community. In addition, there is a distinct lack of neighborhood-oriented businesses, forcing residents travel outside the area for convenience goods and services. Neighborhood residents have expressed a strong desire for a neighborhood grocery store, café, snack shops and other similar businesses.



# Spartan/Keyes SNI Planning Area Existing Land Use - DRAFT



**Noise** – Interstate 280 and significant amounts of through traffic, especially large trucks, both impact the noise level within the neighborhood. Residents have reported both indoor and outdoor traffic disturbances.



## Goals and Objectives

Through the Strong Neighborhoods Initiative program residents of the Spartan Keyes neighborhood have developed a vision for their community. This vision is the basis for a comprehensive strategy to improve the living environment for present and future residents. The goals and objectives in this section were developed to provide specific direction for the *Neighborhood Plan* in achieving the vision. The *Neighborhood Plan* was developed concurrently with the *East Gardner Specific Plan*, which results in an overlap of goals and objectives that strengthen both efforts. The *Neighborhood Plan* expands upon the land use framework created for the East Gardner area to include the greater community of Spartan Keyes. The goals and objectives below address proposed development in the *East Gardner Specific Plan* area as well as issues and concerns throughout the rest of the neighborhood.

Goals and objectives relate to specific problems, concerns, or desires identified by the community and the Neighborhood Advisory Committee during the development phase of the *Neighborhood Plan*. Goals will guide the efforts by the Spartan Keyes community and City Departments over the long-term, and act as a baseline to gauge progress. The goals and objectives are organized under five main headings: neighborhood circulation and parking; neighborhood parks and open space; neighborhood condition and maintenance; neighborhood security; and neighborhood development. Goals are numbered and generally identify what should be achieved. Objectives are lettered and describe specific ways of achieving the goal.

---

### *Neighborhood Circulation and Parking*

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1. **Vehicular Circulation:** Calm traffic throughout the neighborhood and discourage cut-through traffic on local neighborhood streets as feasible.
  - a. Conduct a neighborhood traffic calming study that evaluates neighborhood traffic patterns, volume and speeds and recommends traffic calming measures.
  - b. Implement traffic calming measures as appropriate throughout the neighborhood.
  - c. Explore possibilities for routing truck traffic around the neighborhood.
2. **Pedestrian and Bicycle Circulation:** Improve pedestrian and bicycle circulation within the neighborhood and to adjacent districts and nearby destinations.
  - a. Complete the Coyote Creek trail between Kelley Park and Interstate 280.
  - b. Evaluate and improve major intersections for better coordination between vehicles and pedestrians.
  - c. Upgrade crosswalks where appropriate to encourage pedestrian activity.

- d. Enhance pedestrian routes to elementary schools in adjacent neighborhoods.
  - e. Improve conditions at neighborhood bus stops
  - f. Create safe and well-defined bike routes to destinations within and adjacent to the neighborhood.
3. **Neighborhood Parking:** Mitigate the parking effects from San Jose State University, Spartan Stadium, and related special events at adjacent recreational facilities.
- a. Assess the current and projected volume of non-residential vehicles, focusing on SJSU student parking and Spartan Stadium events.
  - b. Evaluate the feasibility and desirability of residential parking permits in portions of the neighborhood.
  - c. Increase vehicle abatement efforts to remove illegally parked and abandoned automobiles.

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### *Neighborhood Parks and Open Space*

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1. **Neighborhood Parks:** Develop community parks to serve neighborhood residents.
- a. Develop a park within the Story Road landfill area, with pedestrian connections to the proposed Coyote Creek Trail.
  - b. Acquire site and develop a neighborhood park within the East Gardner Specific Plan area.
  - c. Provide passive and active recreation opportunities at no cost with a focus on open spaces oriented to young children and teens.
  - d. Incorporate community facilities such as a community or fine arts center into open space where appropriate.
2. **Remnant Open Spaces:** Improve and maintain remnant open spaces.
- a. Develop and maintain unused parcels for general beautification or community gardens to improve neighborhood appearance.
  - b. Develop a program for trash collection and weed abatement in remnant open spaces.
  - c. Add landscaping to undeveloped spaces adjacent to freeway.

3. **Community Gardens:** Maintain and expand the community garden network.
  - a. Provide maintenance support for local community gardens.
  - b. Promote community gardening and assist neighborhood outreach efforts.

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### *Neighborhood Condition and Maintenance*

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1. **Street Improvements:** Improve the appearance and physical condition of neighborhood streets.
  - a. Reconstruct curbs, gutters, and sidewalks as needed to improve pedestrian circulation.
  - b. Improve visibility of pedestrian crosswalks with clear striping and signage where appropriate.
  - c. Improve street lighting to increase pedestrian safety and visibility.
  - d. Add street trees where appropriate to improve streetscape appearance and add value to residential properties.
2. **Noise:** Reduce noise levels produced by the adjacent freeway and on-street truck traffic.
  - a. Assess outdoor and indoor decibel levels in areas adjacent to transportation corridors.
  - b. Evaluate the feasibility and desirability of soundwalls along freeway frontages.
  - c. Explore ways to mitigate noise produced by truck traffic.
3. **Residential Properties:** Build on the existing traditional neighborhood character through improvements to residential properties.
  - a. Increase Code Enforcement resources to reduce the improper use of residential properties and provide more timely attention to vehicle abatement.
  - b. Preserve the historical and traditional neighborhood character through application of residential design guidelines.
  - c. Promote City programs available to homeowners for residential property improvements, such as the Homeowner Grant Program and the Residential Paint Program.

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### ***Neighborhood Security***

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1. **Anti-Social Activity:** Reduce anti-social activity within the neighborhood.
  - a. Work with SJPd to identify key neighborhood security issues and improve response time to residents' complaints.
  - b. Facilitate organization of resident support groups such as neighborhood watch and coordinate community efforts with the SJPd.
  - c. Improve maintenance and lighting in alleys, parking areas, and freeway underpasses to deter illegal/anti-social activity.
2. **Freeway Crossings:** Improve conditions beneath and adjacent to freeways to increase safety and create a more pedestrian-friendly environment.
  - a. Add lighting to freeway underpasses to improve pedestrian safety and discourage anti-social behavior.
  - b. Enhance safety at freeway on and off-ramps to improve pedestrian circulation to destinations outside of the neighborhood.
3. **Homeless Population:** Reduce the number of homeless encampments under and along I-280, Keyes Street, and along the rail spur.
  - a. Deter homeless encampments in the neighborhood.
  - b. Maintain City-owned, undeveloped open spaces to reduce the opportunities for encampments to occur.

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### ***Neighborhood Development***

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1. **Public Facilities:** Encourage development of public facilities within walking distance of the neighborhood.
  - a. Evaluate the feasibility of constructing an elementary school within or directly adjacent to the neighborhood.
  - b. Encourage arts-oriented public and private facilities to support and expand the existing arts community.
  - c. Develop a community center to provide opportunities for recreation and neighborhood activities for residents of all ages.

2. **Land Use Policy:** Adjust land use policies to encourage neighborhood-oriented commercial development and infill residential development.
  - a. Encourage relocation of auto-related and light industrial businesses to other areas within the City.
  - b. Promote neighborhood-oriented commercial uses along Keyes Street and encourage viable uses and businesses to remain.
  - c. Encourage reuse and renovation of historic warehouses for residential, commercial, and/or public uses.
  - d. Discourage light and heavy industrial land uses within the neighborhood except possibly within the East Gardner Specific Plan area.
  - e. Support neighborhood-scale residential infill development.



- Traffic Calming
- Soundwalls
- Streetscape Improvements
- Evaluate Improved Pedestrian Crossings
- Open Space
- Coyote Creek Trail

# Selected Proposed Neighborhood Improvements

## Improvement Plan Concepts

This chapter describes improvements recommended to achieve the community's vision of a more livable neighborhood, consistent with the Goals and Objectives in the previous chapter. The improvement recommendations are the result of community meetings and workshops with the Neighborhood Advisory Committee (NAC) and neighborhood residents between February, 2001 and March, 2002.

Recommended improvements address the neighborhood's physical condition, security, land use and circulation. Specific steps for implementing the improvement concepts are detailed in the Action Plan chapter. Improvement recommendations follow the organization of the Goals and Objectives, with five main categories:

- **Neighborhood Circulation and Parking**
- **Neighborhood Parks and Open Space**
- **Neighborhood Conditions and Maintenance**
- **Neighborhood Security**
- **Neighborhood Development**

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### *Neighborhood Circulation and Parking*

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A major concern of neighborhood residents is the volume and perceived speed of traffic within the Spartan Keyes area. The proximity of the neighborhood to Interstate 280, Highway 101, San Jose State University, and Spartan Stadium results in significant amounts of non-local through-traffic. In addition, college and professional sporting events at Spartan Stadium produce large amounts of overflow parking. Circulation and parking improvements recommendations focus on improving neighborhood-oriented vehicular, pedestrian and bicycle circulation, and preserving on-street parking for residents during special events.

### **Vehicular Circulation**

#### *Traffic Calming Studies*

Neighborhood traffic calming studies should be conducted to evaluate current traffic patterns and recommend improvements in vehicular circulation, with a focus on improving the quality of life for neighborhood residents. Traffic calming involves a combination of techniques, including physical design measures that reduce the negative impacts of vehicular traffic, thereby improving street conditions for all users. The north south connectors that traverse the neighborhood at 2<sup>nd</sup> Street, 3<sup>rd</sup> Street, 7<sup>th</sup> Street, 10<sup>th</sup> Street, 11<sup>th</sup> Street, and 12<sup>th</sup> Street are of particular concern because of the volume and relative speed of through traffic associated with the I-280 entrance and exit ramps. Residents would like an evaluation of existing street conditions,



such as the free left turn at Humboldt and 11<sup>th</sup>, and the free right turn at Keyes/11<sup>th</sup>, which they feel can encourage higher speeds and further complicates the coordination between vehicles, pedestrians and bicyclists. Also at issue is the minimum amount of stop signs or signals on the one-way couplets, which makes pedestrian crossings difficult in the residential core of the neighborhood and further separates the community.

The Department of Transportation (DOT), in cooperation with a group of neighborhood residents, has begun an evaluation of the Spartan Keyes neighborhood with regards to vehicular circulation and traffic improvements. Traffic consultants are currently evaluating traffic generation and level of service at key intersections within the East Gardner Specific Plan Area, and the City also has completed a couplet study that includes the Spartan Keyes area. Proposed traffic calming studies should build and expand upon these efforts and incorporate the entire Spartan Keyes Strong Neighborhoods area. Localized traffic calming needs and solutions should be determined in close coordination with community members most affected by the traffic issues and solutions.



*Heavy through traffic is a significant concern for local residents.*

#### *Truck Traffic*

In addition to the large volume of non-local vehicles, Spartan Keyes residents experience heavy traffic from trucks serving the light and heavy industrial businesses south of the neighborhood, as well as within the neighborhood itself. Trucks traverse residential streets, especially 7<sup>th</sup>, 10<sup>th</sup> and 11<sup>th</sup> Streets, for access to and from I-280, detracting from the appeal of the neighborhood and increasing noise and pollution levels. Residents south of Keyes Street are inconvenienced when truck drivers double-park on residential streets, blocking parked cars and driveways, while they stop for lunch and/or other errands and deliveries. Community members have expressed the desire to have truck traffic rerouted outside of the neighborhood

and restrictions placed on drivers to prevent double-parking on residential streets. Residents feel that this would alleviate some of the traffic congestion and help to promote pedestrian and bicycle circulation within the area.

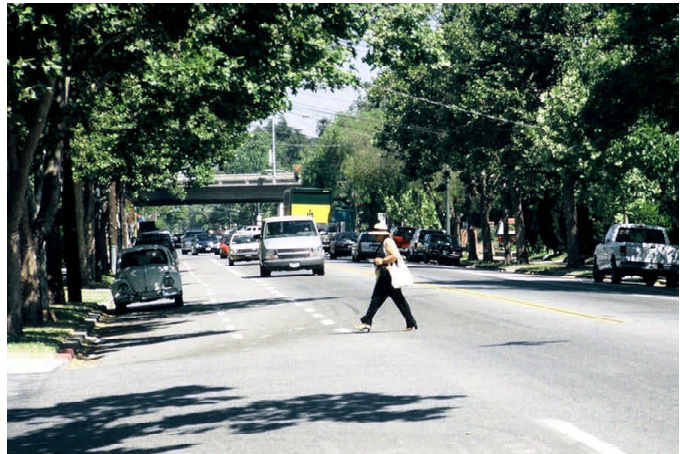
### **Pedestrian and Bicycle Circulation**

#### *Pedestrian Corridors*

An important goal of this *Plan* is to encourage pedestrian activity throughout Spartan Keyes. Establishing a safe and aesthetically pleasing pedestrian network within the area will promote activity and enhance the livability of the neighborhood. The two main pedestrian corridors within Spartan Keyes are Martha Street and Keyes Street. These streets connect residential areas to commercial centers, public facilities, and/or proposed neighborhood parks and open space. Streetscape improvements such as enhanced crosswalks, pedestrian-scale lighting, shade trees, trash



receptacles, and other elements should be installed to enhance the safety and comfort of pedestrians. New development along these corridors should incorporate widened sidewalks (6' + along Martha Street, 10-15' along Keyes Street) with planting strips where feasible to accommodate trees and buffer traffic. Improvements proposed in the *East Gardner Specific Plan* should be considered for the entire length of Martha Street and Keyes Street.



*Current traffic patterns and street intersections are not conducive to pedestrian circulation.*

Although this plan primarily addresses the area within its Strong Neighborhoods Initiative boundary, it is important to recognize the connection between Spartan Keyes and adjoining neighborhoods. The Tully/Senter area to the east incorporates major commercial centers along Story Road, an extension of Keyes Street. However, these centers are not pedestrian accessible due to a substantial absence of sidewalks along the north side of Story Road. Sidewalks should be constructed and lighting added along this corridor to allow for safe and comfortable pedestrian circulation. In addition, residents in the University neighborhood, north of Spartan Keyes, have identified 7<sup>th</sup> Street and 11<sup>th</sup> Street as key pedestrian corridors for their area. Streetscape improvements proposed in the updated *University Neighborhoods Revitalization Plan* should be extended into Spartan Keyes to provide continuity and strengthen the connection between the two neighborhoods.

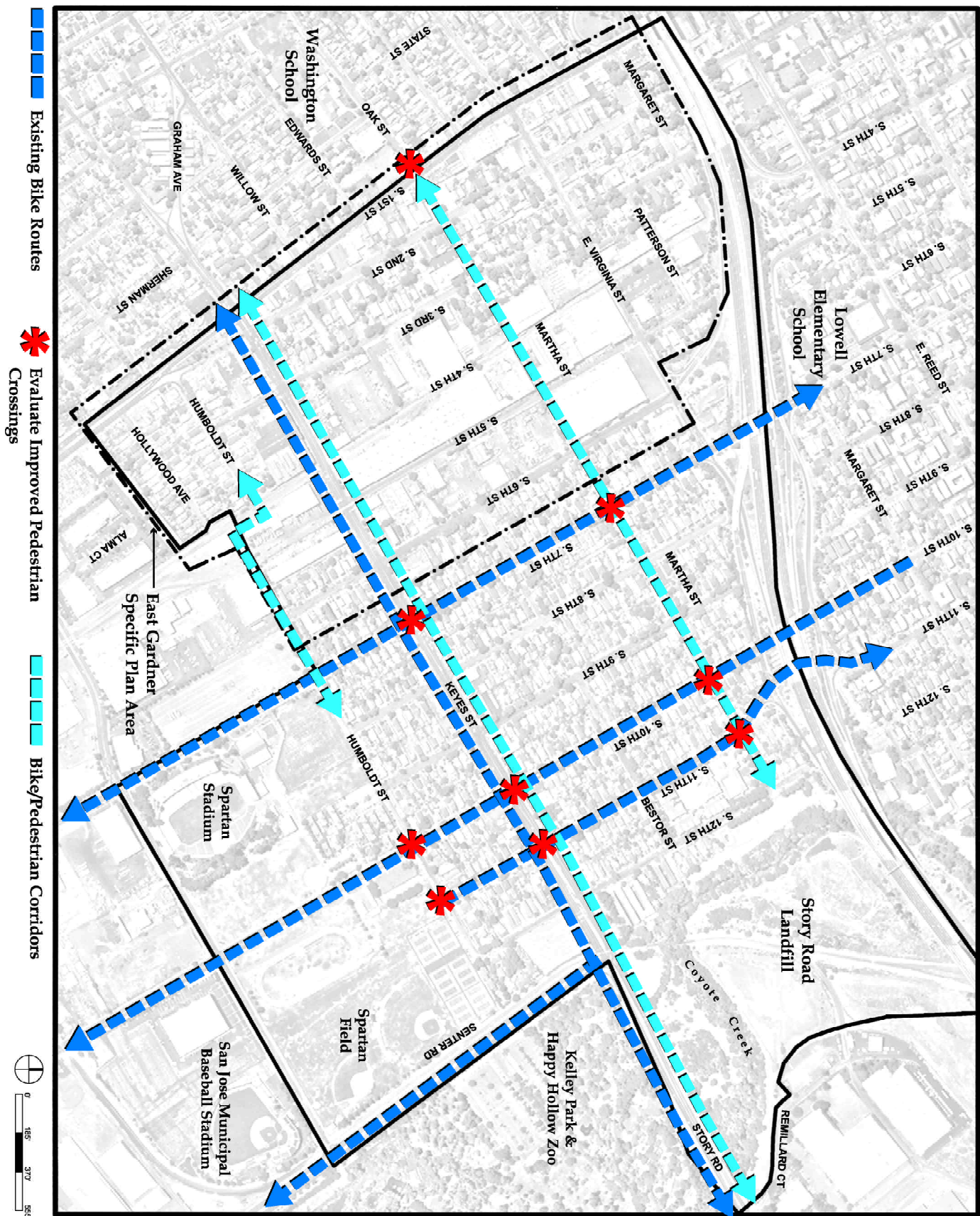
#### *Pedestrian Crossings*

Street crossings should be improved along the main street corridors to increase safety, visibility, and encourage pedestrian activity. Depending on location, improved crossings could include corner sidewalk bulb-outs, enhanced striping, signal lights, pavement lights and signage. Community members identified eight key intersections where pedestrian crossings should be improved:

- Martha/7<sup>th</sup>
- Martha/10<sup>th</sup>
- Martha/11<sup>th</sup>
- Martha/1<sup>st</sup>
- Keyes/7<sup>th</sup>
- Keyes/10<sup>th</sup>
- Keyes/11<sup>th</sup>
- Humboldt/10<sup>th</sup>
- Humboldt/11<sup>th</sup>

Each of these intersections should be evaluated by the City to determine the most effective method for enhancing the pedestrian crossing. Consideration should be given to both current and future neighborhood destinations, such as proposed neighborhood parks and public facilities, which will increase pedestrian traffic.

## Bicycle and Pedestrian Circulation





In addition to the evaluation of these intersections, residents would like to establish stronger pedestrian connections between the Hollywood/Humboldt area and the Spartan Keyes neighborhood to the north and east. Pedestrian improvements along Keyes Street and 5<sup>th</sup> and 6<sup>th</sup> Streets should substantially enhance neighborhood connections across Keyes Street. The eastern connection of Hollywood/Humboldt to Spartan Keyes, across an existing two-block separation, is more challenging. Some kind of well-designed pedestrian route should be created to span this gap. The East Gardner Specific Plan is proposing new public streets as the preferred alignment for these pedestrian connections.

#### *School Access*

Children from Spartan Keyes attend Lowell Elementary School, north of I-280 at 7<sup>th</sup> Street and Margaret, and Washington Elementary at State Street and Oak Street, west of the neighborhood across 1<sup>st</sup> Street. Although these schools are within walking distance for much of the neighborhood, children and adults must walk along busy through streets, cross I-280 on- and off-ramps, and pass under the freeway, or cross heavy traffic on 1<sup>st</sup> Street, often during peak hours. The intersections identified in the previous section are key to providing safe routes to school as well as enhancing the pedestrian network. Traffic movements, signal timing, and other aspects of pedestrian circulation should be evaluated and modified as needed to improve crossings along the most commonly used routes to school.

The San Jose Unified School District (SJUSD) provides three school bus stops in the southern portion of the neighborhood to serve Lowell and Washington Elementary school students; these are located on 7<sup>th</sup> Street, 10<sup>th</sup> Street and 12<sup>th</sup> Street. Residents have expressed a concern for the safety of children waiting to take the bus at stops that are poorly defined and located on busy streets. The City should coordinate with the SJUSD to evaluate the feasibility of increasing safety and visibility at neighborhood bus stops.

#### *Bicycle Routes*

Residents have expressed a strong desire to increase the availability of safe bicycle routes, both within the Spartan Keyes area and to public and recreational facilities outside the neighborhood. Bike routes should be established and/or enhanced along Keyes Street, Martha Street, 7<sup>th</sup> Street, 10<sup>th</sup> Street and 11<sup>th</sup> Street, and connected to the San Jose Transportation Bicycle Network. Wherever possible, bike lanes should be separated from vehicular traffic with striping and signage.



*School bus stops are located on streets with heavy traffic.*



*Bicycle routes should be established or enhanced where appropriate to visually separate bicycles from cars.*

In addition to establishing bike routes, bike facilities should be provided at neighborhood destinations. Bike storage racks should be required for approval of new development and/or renovation plans for public facilities and commercial and residential projects. Proposed public parks and community buildings should include bicycle access and safe storage areas as part of the site plan.

## Neighborhood Parking

### *Parking Conditions*

Overflow parking from events at Spartan Stadium is a significant concern for local residents south of Keyes Street. The older homes that typify Spartan Keyes generally have detached single-car garages and short, narrow driveways, making additional on-street parking essential for residents and visitors. Although overflow parking has always been a neighborhood issue, recent years have seen a marked increase in the number of events held at the stadium with the introduction of the San Jose Earthquakes and the Bay Area CyberRays, which both use the facility as their home field. In addition, the University neighborhood to the north of Spartan Keyes will soon initiate a residential parking permit program that will displace approximately 700 student vehicles. This may result in an increase in overflow parking within Spartan Keyes during school hours.

Residents have explored the idea of establishing a residential parking permit program in the past, but there was not sufficient interest to initiate the application process. Changes in the Spartan Stadium schedule and the introduction of residential parking permits in adjacent neighborhoods may prompt a reevaluation of the residential parking permit for portions of Spartan Keyes. The *Spartan Keyes Neighborhood Association* should work with the Department of Transportation to evaluate non-local parking volumes and identify key areas where parking permits may be necessary. DOT should inform residents of the procedures involved in establishing a parking permit program and assist homeowners in the application process if necessary.

### *Vehicle Abatement*

Significant numbers of derelict and/or rarely used vehicles parked throughout the neighborhood has been a consistent problem. Residents would like to see an improved system for the removal of abandoned vehicles as well as a reduction in the number of cars permanently parked on the street, particularly those listed for sale. Improvement of this situation requires a significant degree of monitoring and follow-up by SJPD and Code Enforcement officers. Residents would like to see increased and sustained City efforts in vehicle abatement to reduce neighborhood blight and reduce parking congestion. The *Spartan Keyes Neighborhood Association* should coordinate with SJPD and Code Enforcement to identify locations where there is a pattern of vehicle abandonment or on-street storage. Residents should continue to report problem areas to Code Enforcement in order to focus attention on the issue.

## Neighborhood Parks and Open Space

There are no City parks or public open spaces within the Spartan Keyes neighborhood. Kelley Park and Happy Hollow Zoo are located to the south and east of the neighborhood, but are regional facilities oriented to residents from the City of San Jose as well as non-residents, and do not offer a broad enough range of activities for all age groups. Throughout the neighborhood planning process, a major objective has been to designate and develop sites for neighborhood-oriented open space and recreation. Residents would like to develop several neighborhood parks which would offer opportunities for both active and passive recreation.

### Neighborhood Parks

#### *Story Road Landfill*

The Story Road Landfill consists of four separate parcels located along the eastern edge of the Spartan Keyes neighborhood. In the 1970's, the City acquired the site from a private party who had been operating a landfill operation there since the 1950's. The City continued to use the site for landfill until the mid-1970's, when operations ceased. During the Strong Neighborhoods planning process, community members were given the opportunity to express a preference for future use of the site. Although further study of the landfill is necessary to determine feasible land uses, residents strongly recommended that at least a portion of the site be developed as a neighborhood park. Residents suggested developing a park with two distinct areas; one for active recreation, including soccer and baseball fields, and basketball courts, and a second for passive recreation with enhanced landscaping, seating areas, and walking trails for a more naturalized environment. Pedestrian access to the park from the neighborhood could be gained from Martha Street, by obtaining an easement through the Water Company property on 12<sup>th</sup> Street. The park design should focus on providing both ends of the recreation spectrum, with active recreation and passive naturalized open space.

Residents feel strongly that any sporting fields, facilities, and parking lots should be available free of charge to all members of the community. The specific programming for this park should be decided through a community based Parks Master Planning process. Development of the landfill for a public park would provide residents with



*Residents would like the Story Road Landfill developed for neighborhood open space incorporating a trail along Coyote Creek.*

much needed open space and improve the desirability and livability of the neighborhood.

The landfill park should incorporate a trail along Coyote Creek and/or the abandoned rail line to create pedestrian connections between the park, open spaces in adjacent neighborhoods, and greater San Jose. The design of the trail system should be coordinated with the park master plan process unless the site is determined to be unsuitable for open space development. In this case, development of the creek/rail trail should be pursued separately through the “Rails to Trails” program as part of a coordinated effort to create a city-wide trail system.

#### *East Gardner Park*

The East Gardner Specific Plan process has identified a site at the center of the area for development of a 4.8 acre park. Preliminary programming ideas include a large open green for outdoor recreation, and indoor spaces for recreation, education, and community meetings and events. The indoor activities are envisioned to occur in existing historic American Can Company buildings within the proposed site and should include community-oriented arts activities. Specific functions of the indoor space should be identified during the planning process to ensure adequate space for programs such as summer youth camps or after-school extended care. This park should focus on community-oriented activities to complement the recreational opportunities proposed at the Story Road Landfill site. Development of this park will require the acquisition of several privately owned properties, extensive building renovations, as well as a community based master plan. Residents would like to see the City pursue the required land acquisition as part of the redevelopment of the EGSP area.

#### *Community Facilities*

The most livable communities typically have a strong neighborhood center or focus. Although Spartan Keyes has an active arts community and neighborhood association, the area lacks spaces for residents to gather and interact on a regular basis. Residents would like to see community facilities developed within, and/or adjacent to the proposed open spaces. These facilities could include a traditional community center, educational center, day care/after school center, or even a public library. The American Can Company buildings located between Martha and Bestor Streets on the East Gardner Park site and/or space at a new neighborhood school have been identified as the preferred locations for these activities. Another alternative would be to include a community space as part of a new elementary school. The focus should be on creating physical spaces that promote casual gatherings as well as structured community events, to encourage a greater degree of social interaction between residents.

### **Remnant Open Spaces**

#### *Undeveloped Open Space*

There are several small open spaces owned by various public entities that should be developed for general beautification to improve neighborhood appearance, especially along the I-280 corridor. The City should work with residents to develop a program for ornamental garden planting, regular trash collection, and weed abate-



ment in remnant open spaces that are too small to be considered for a formalized parks or community gardens. These efforts should include the addition of landscaping on parcels adjacent to the freeway to mitigate blight and create pleasing neighborhood gateways.

#### *Ornamental Gardens*

Residents have been actively participating in several garden projects within the Spartan Keyes neighborhood. Three parcels within the area have been improved as ornamental gardens at; 6<sup>th</sup>/E. Virginia, and 7<sup>th</sup>/I-280. Although these sites have been landscaped and maintained by the community, residents would like support from the City to complete several Public Works related projects, such as new barrier fencing, curb reconstruction to define the site from the roadway, and improved storm water drainage to reduce ponding. Any undeveloped City owned lots within the neighborhood should be considered for additional ornamental garden sites.



*Unmaintained parcels attract illegal dumping and create neighborhood blight.*

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## ***Neighborhood Conditions and Maintenance***

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A basic neighborhood concern is the physical condition and maintenance levels of streets and properties. The appearance of streets and private properties influences how residents and non-residents perceive and treat the neighborhood. Recommended improvements focus on increasing the overall aesthetic quality of Spartan Keyes while supporting the neighborhood's traditional residential character.

### **Street Improvements**

#### *Streets and Sidewalks*

Improvement is needed in the condition of neighborhood streets, sidewalks, curbs and gutters. The large volume of through traffic on primarily residential streets results in an unusual amount of wear to paving surfaces. As a result, streets have cracks, dips, and faded lane striping, giving the neighborhood a run-down appearance. Repairs to underground systems on major streets such as Keyes Street have left large patched roadway areas, which obliterate striping for parking and bike lanes and cause confusion and conflicts between bicyclists and motorists. Sidewalks are cracked and uneven in some places within the neighborhood and completely missing in others, particularly on Keyes Street between 3<sup>rd</sup> and 4<sup>th</sup>, adding to blight and impeding pedestrian circulation. Streets should be evaluated and necessary repairs made to correct safety issues and improve overall neighborhood appearance. The City's existing sidewalk program reimburses homeowners for the complete cost of sidewalk replacement, and can be an immediate solution to repairing damaged sidewalk sections in front of residential properties. The City should inspect sidewalk sections in front of commercial properties and light industrial businesses and follow-up with property owners to ensure the timely replacement of broken pavement.

#### *Pedestrian Crosswalks*

Several intersections have been previously identified for enhanced pedestrian crosswalks as part of establishing a greater neighborhood pedestrian network. In addition to these major intersections, each intersection within the residential portion of the neighborhood should be evaluated to ensure proper visibility and safety for pedestrians. Where available, crosswalk striping and stop bars should be well defined and clear to both motorists and pedestrians. Lines of sight should be maintained and/or improved to allow motorists an unobstructed view of corners and intersections.

#### *Street Lighting*

A well-lit neighborhood increases visibility, improves pedestrian safety, and encourages neighborhood activity. Residents feel strongly that increased lighting would greatly reduce anti-social behavior and improve safety in public areas and alleys. Major pedestrian corridor streets such as Martha Street and Keyes Street are recommended for pedestrian-oriented, traditional style street lights; lights should be located as appropriate to create a safe and pleasing pedestrian environment. Residential streets should also be well lit, especially those near the freeway and open spaces

to discourage loitering and illegal activity. Street lighting in these areas may include the addition of traditional “cobra head” lights to existing power poles to address immediate safety and visibility concerns. New development should incorporate ornamental, pedestrian-scale lights along street frontages.



*While some streets are lined with mature street trees, others have few streetscape amenities.*

#### *Street Trees*

One of the neighborhood’s most attractive assets is its collection of large mature street trees in the area north of Keyes Street. Street trees not only improve the appearance of streets, they also establish a neighborhood character and add to property values. Because Spartan Keyes is an older neighborhood, many streets have a planting strip between the sidewalk and the curb. However, street trees are sporadic in some areas, non-existent in others, particularly south of Keyes Street. Residents have expressed an interest in a neighborhood street tree program that would provide for the planting and maintenance of regularly spaced, residential scale trees along all neighborhood street frontages. This type of uniform planting will unify the neighborhood visually as well as add to property values.

Tree species, to be selected from a palette approved by the City Arborist, should be deciduous to provide shade in summer and sun in win-



ter, with deep, non-invasive roots. Trees should be located to provide sufficient clearance from streetlights and power lines to avoid unsightly “topping” and pruning. Overhead utility lines can be avoided by planting smaller species. Existing trees that are dead, diseased or inappropriate should be removed and replaced as part of this program. Healthy, mature trees should be preserved and property owners should be restricted from removing viable trees from the street frontage to maintain a continuous planting scheme. Regular maintenance such as trimming and removal of dead trees and branches that fall and block storm drains will ensure the long-term success of the program.

## Noise

### *Freeway Noise*

Noise from I-280 is a significant concern, especially in the northern portion of the neighborhood. In addition to freeway traffic, residents on 7<sup>th</sup> Street and 11<sup>th</sup> Street are effected by both on and off-ramps which generate a great deal of traffic. Indoor and outdoor decibel levels should be evaluated along the I-280 corridor to determine if noise levels exceed the City’s acceptable limits. Residents would like to explore all noise mitigation methods available to improve the neighborhood environment.

### *Soundwalls*

The most common mitigation for freeway noise is a standard Caltrans soundwall, ranging from 6-16 feet in height depending on the location. Although soundwalls can be an effective tool in reducing some noise pollution, there can be ramifications to their use that need to be considered. Soundwalls do not eliminate noise; they redirect or bounce it towards other areas. Once the noise levels in key areas have been monitored, residents should be informed of the potential positive and negative impacts of the construction of soundwalls. The City and local residents who will be directly affected should determine the feasibility and desirability of soundwalls.

### *Local Traffic*

Residents on the major through streets at 7<sup>th</sup> Street, 10<sup>th</sup> Street, 11<sup>th</sup> Street, and 12<sup>th</sup> Street experience a higher level of ambient noise than the rest of the neighborhood due to the speed and volume of traffic along these corridors. Although these streets are primarily residential, the majority of the traffic is non-local in origin, resulting in a constant stream of cars moving at speeds, which generally exceed neighborhood standards. Truck traffic from the industrial area to the south adds to the noise generation on these streets. Noise levels should be evaluated and mitigation measures, such as traffic calming and reduced speed limits, should be explored to help reduce the overall level of auditory disruption. Truck traffic and circulation should be addressed as part of the proposed traffic calming study.



*Residents would like truck traffic to be routed around the neighborhood to minimize noise and improve local circulation conditions.*

## Residential Properties

### *Code Enforcement*

Housing from 1900 to the 1930's typifies the northern portion neighborhood. In general, this development features narrow lots, smaller houses, and detached garages at the back of the property. Over time residents have attempted to expand living areas with additions and garage conversions. While investment in properties is encouraged, these renovations can lead to overcrowding, as individual households exceed the maximum number of residents for which the building was originally designed. Remodels and renovations that are not sensitive to the architectural character negatively affect the neighborhood's overall aesthetic. Residents feel that it is important that all renovations meet current code standards in order to maintain the current standard of living. Improving Code Enforcement will ensure that the community has a better understanding of regulations for proper uses of residential properties. This would help to bring all properties into alignment with the current codes as well as prevent future violations.



*The established neighborhood character should be reflected in new development and building renovations.*

### *Neighborhood Character*

Residents feel strongly that renovations and new infill housing development should complement existing housing styles and blend with surrounding properties. The City of San Jose has established residential design guidelines that address issues such as appropriate building materials, architectural style, building height, bulk, and form. Although these guidelines will help guide residential infill, they do not address the renovation and reuse of the industrial and historic buildings in the East Gardner Specific Plan area. The City should apply a set of guidelines to cover the EGSP area, which focuses on preserving the existing industrial character of the area, and the concentration of original Victorian houses on the northern blocks of 3<sup>rd</sup> Street, while complementing the architecture of the adjacent single-family neighborhood. Guidelines should help direct the integration of the EGSP area with the existing residential neighborhoods to establish an aesthetically cohesive community.

### *Property Improvements*

A key element in neighborhood aesthetics is the appearance and maintenance of residential properties. Spartan Keyes has many well-kept older homes that give the area a distinct character and exemplify homeowner pride in the neighborhood. A goal of this Plan is to increase the overall level of maintenance of private prop-

erties with regards to building and landscaping, to strengthen the appeal of the neighborhood. The City of San Jose has several programs available for existing homeowners, including a Homeowner Grant Program. Low-income homeowners can receive up to \$15,000 for home repairs while median income families can apply for low interest loans up to \$100,000. There is also a City Paint Grant Program that offers up to \$5,000 to qualified homeowners for exterior painting.

An important facet of homeowner assistance is the dissemination of information and program “marketing.” Improved outreach and communication between City departments and members of the community is essential. The Department of Housing should work with neighborhood groups to organize a better method for distributing information, such as mass mailings and regular informational meetings with local residents.

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## Neighborhood Security

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A basic concern in every neighborhood is the level of safety that residents feel while carrying on their daily activities. Spartan Keyes residents identified illegal activity related to gangs, alcohol and drugs, as well as pedestrian safety and homeless encampments as neighborhood security issues that need to be addressed. Recommended improvements are intended to promote a safe and comfortable neighborhood environment that supports pedestrian activity and property values.

### Anti-Social Activity

#### *Police Presence*

Spartan Keyes residents feel increased police presence is needed to deter loitering, drug related activity, and other anti-social behaviors. There have been concerns over the response time to resident complaints, especially with regard to drug-related transactions, prostitution, and related neighborhood disturbances. Residents have reported specific problems relating to activity in and around apartment complexes, bars, alleys, and freeway overpasses. An increase in the number of regular police patrols and faster response and follow-up to complaints is recommended to curb illegal activity within the neighborhood. Community members should coordinate with the SJPd to identify areas with the most significant problems to help focus police efforts.



*Police patrols should be focused in areas where anti-social behavior and neighborhood disturbances are likely to occur.*

#### *Neighborhood Organizations*

The *Spartan Keyes Neighborhood Association* should expand its involvement in security issues and facilitate the development of neighborhood organizations focused on improving resident safety. The formation of groups such as Neighborhood Watch

can provide regular, local supervision that support SJPd efforts. This “eyes on the street” approach could help police identify problem areas and correct situations on a timely basis. This effort will require consistent resident participation and neighborhood meetings to coordinate information and outreach, but when managed correctly groups such as these have proven effective in deterring illegal activity and anti-social behaviors.

#### *Maintenance and Lighting*

Residents would like to see better maintenance and lighting in areas with a history of illegal activity to promote supervision and make the sites less attractive to those wishing to hide from public view. The alley off Keyes Street between 7<sup>th</sup> and 8<sup>th</sup> and the rail line along 4<sup>th</sup> Street have traditionally been used for anti-social activity and homeless encampments. In addition, the freeway underpasses have a history of homeless sleeping in cars and prostitution. Providing safety lighting, such as motion sensitive lights mounted on fencing and “cobra head” lights under the freeway, would improve conditions for pedestrians as well as residents of adjacent properties. Regular removal of trash and illegally dumped materials should be coordinated to improve aesthetics of the Keyes Street alley and give the area a maintained feel. Residents should work with the City to identify any other areas in the neighborhood that could benefit from increased lighting and maintenance to deter undesirable activity and improve safety.

### **Freeway Crossings**

#### *Lighting*

Interstate 280 runs along the northern edge of the neighborhood, separating Spartan Keyes from adjacent neighborhoods, SJSU, and Downtown. Undercrossings at 7<sup>th</sup> Street, 10<sup>th</sup> Street, and 11<sup>th</sup> Street are long and poorly-lit, creating dark enclosed spaces, especially at night. The lack of lighting has made these areas attractive locations for homeless encampments, loitering, and anti-social activity. Undermounted safety lights and/or pedestrian scale streetlights should be considered to improve visibility, safety, and to enhance appropriate pedestrian activity.

#### *Pedestrian Safety*

I-280 on and off-ramps limit the pedestrian network, creating less than desirable crossing situations. As previously discussed, children must pass under the freeway at 7<sup>th</sup> Street on their way to Lowell Elementary School. Enhanced crosswalks are particularly important at freeway ramps to alert drivers to pedestrian activity, and special attention should be given to this area to ensure safe crossings. Signals should be installed where appropriate and signal timing should be evaluated to provide pedestrians with a designated crossing period.

#### *Public Art*

The local arts community has expressed interest in creating public art in freeway underpass areas. Addition of murals and other graphic improvements to the walls under the freeway would enhance the neighborhood aesthetics and create gateways that express the unique character of the Spartan Keyes community. The City should assist the *Spartan Keyes Arts Coalition* to coordinate with Caltrans to obtain access to freeway underpasses for public art projects.



## Homeless Population

### *Encampments*

There are major concerns regarding homeless campsites in the remnant open spaces adjacent to I-280 at 10<sup>th</sup> and 11<sup>th</sup> Streets, in the alley between 7<sup>th</sup> and 8<sup>th</sup> Streets off Keyes, in cars under I-280, and along the Coyote Creek corridor. Residents feel that the constant presence of homeless detracts from community safety, contributes to blight, and gives the area an unsupervised character. An increase in homeless sweeps and strict enforcement of “no trespassing” laws should be considered to minimize permanent encampments and ensure the safety of residents. Overnight parking under I-280 should be restricted to prevent sleeping in cars, improving safety for pedestrians, especially children en route to school.



*Unsupervised spaces, such as the alley off Keyes Street, tend to attract local homeless.*

### *Access*

Caltrans controls the right-of-way along I-280 where the three encampments areas noted above are located. The City should work with Caltrans to install fencing and/or other measures that would restrict access to these areas, while maintaining visual and physical access needed for police patrols.

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## *Neighborhood Development*

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The *East Gardner Specific Plan* (EGSP) addresses policies for land use and development within the East Gardner area, which covers the western half of the Spartan Keyes neighborhood. Recommendations in this *Neighborhood Plan* expand upon the policies of the EGSP to address the entire Spartan Keyes community. The two plans will work together to establish neighborhood-oriented policies for development and implementation of the neighborhood improvements needed to create a vibrant, livable, urban community.

## **Public Facilities**

### *Neighborhood Elementary School*

Residents have expressed a strong desire for an elementary school within the Spartan Keyes neighborhood. Poor pedestrian access and perceived safety issues at bus stops make the existing elementary schools located outside the neighborhood less than desirable destinations for local children. In addition, the neighborhood is split between two district boundaries, with some children attending Lowell Elementary and others attending Washington Elementary. Proposed infill development will increase the demand for these existing schools, which could lead to overcrowding. Construction of a new school within Spartan Keyes would alleviate many of the current circulation problems, lessen the impact of new housing on existing schools, and create a hub for neighborhood-oriented activity. This could strengthen the community and create a support network for parents through participation in school-related activities and events. The City should coordinate with the San Jose Unified

School District to identify possible sites for a new elementary school and acquire funding for land acquisition and construction if feasible.

#### *Arts-Oriented Uses*

Over the years an arts community has become established in the Spartan Keyes neighborhood, specifically within the East Gardner area. Some of this activity is related to the arts program at San Jose State University, which uses a local building known as the Foundry for its metal casting and welding studio. A significant number of SJSU arts department faculty, staff, and students live in Spartan Keyes and nearby neighborhoods. This arts community should be encouraged to stay and expand within the East Gardner area. Arts groups, including the *Spartan Keyes Arts Coalition* and SJSU, have expressed an interest in providing arts programs for the community at large, particularly children. This area could become the center for growing and enriching the arts at a local level with much to be gained for the neighborhood as well as the artists themselves.

Arts related uses include private studio spaces, artists' lofts and other housing, small galleries, supply shops, rehearsal spaces, etc. The term "arts related" may also include neighborhood service uses, such as restaurants and cleaners that provide a necessary service for all residents of the area including artists. Large-scale uses, such as performance spaces, that may be intended to attract large audiences or participants from outside the surrounding neighborhood area, should be considered but limited. Focus should be on the creation of mixed-use environments, live/work spaces and community oriented educational centers. Adaptive reuse of historic buildings within the East Gardner area is strongly encouraged to house these desired arts-related uses.

#### *Community Center*

Residents have expressed an interest in having a community center for youth and teens within the neighborhood. This center should provide recreation opportunities, educational programs, as well as space for general community activities and functions. Residents are especially interested in providing a social outlet for neighborhood teens and school age children to encourage productive behavior and reduce loitering.

The construction of a community center should be considered in the master plan process for the park proposed in the East Gardner area, particularly within the historic buildings, or within the Story Road Landfill.

#### **Land Use Policy**

##### *Auto/Light Industrial Uses*

The Keyes Street corridor is a mix of commercial, light industrial and auto service businesses. The auto and light industrial businesses are generally unsightly, and generate noise, odor, and traffic issues that negatively affect residential property values within adjacent residential areas. The community has a specific issue with the self-service car wash on Keyes that is open 24 hours



*Auto-related uses and businesses that are not community oriented should be phased out of the neighborhood.*

a day. The constant activity at this business disrupts the neighborhood and adjacent properties. Residents would like to see the light industrial and auto related uses replaced with commercial businesses that better serve the community. Change of the current light industrial and general commercial *General Plan* and *Zoning* designations for Keyes Street should be considered to promote land uses that they are in line with the desires of the Spartan Keyes neighborhood. The City should work to phase out the existing auto-related services and light industrial uses, preferably through relocation to non-residential areas.

#### *Neighborhood Oriented Commercial Uses*

Residents have expressed a strong desire to establish a neighborhood-oriented commercial district along Keyes Street. There are only a few businesses that serve the surrounding community, forcing residents to leave the neighborhood for basic shopping needs as well as day-to-day commercial services. The addition of cafes, restaurants, dry cleaners, specialty grocery stores and specialty food markets would help to enliven the community, create a distinct neighborhood identity, reduce the need for auto trips outside the neighborhood, and add to neighborhood property values. City efforts should focus on incorporating and/or attracting business that serve local neighborhood needs and create pedestrian activity in evenings and on weekends. Existing local businesses that serve the neighborhood should be encouraged to remain, while businesses that are not, and/or are detrimental to the neighborhood, such as poorly managed bars and liquor stores, should be encouraged to close or relocate.

The City should consider extending the commercial designation boundary along Keyes Street to create deeper frontage parcels. This would help to attract desirable businesses and allow for a broader range of land uses than is possible with the current *General Plan* and *Zoning* designations. Recommendations for frontage expansion are presented in the graphic on the following page. It is important to note that the community is supportive of the expansion of the frontage over time and does not advocate the eviction of existing residential property owners.

A number of approaches should be pursued to improve the appearance of the existing commercial frontage along Keyes Street. The Redevelopment Agency sponsors a facade improvement program which provides for; paint, new signage, awnings, etc. Building improvements should be consistent with the desired neighborhood character and be governed by a set of neighborhood design guidelines. Redevelopment should also assist with improvements to parking areas, rear lots, service ways, and exterior lighting. Residents would also like to see businesses become more street friendly



*Keyes Street is envisioned as a neighborhood-oriented business district with attractive buildings and streetscape improvements as shown in these examples.*





- General Commercial
- Light Industrial
- Residential Support for the Core/  
General Commercial
- Medium Density Residential  
12-25 Du/Ac
- Medium Density Residential  
8-16 Du/Ac
- Heavy Industrial
- Medium/Low Density Residential  
8 Du/Ac
- Public/Quasi-Public

## General Plan Designations

with the removal of large window and neon signs which block store interiors and clearly defined and attractive main entrances. New development should provide attractive storefronts with parking located to the side or back of the building to preserve the pedestrian streetscape.

A series of streetscape improvements have been proposed to make Keyes Street more attractive to the commercial businesses desired by the community. Street trees, pedestrian scale lighting and site furnishings such as bus stop benches and trash receptacles should be added to improve the pedestrian environment. New development should be set back from the roadway to increase the sidewalk depth and allow for the installation of amenities and provide space for outdoor seating.

In addition, residents would like to explore the possibility of adding a landscaped center median to distinguish Keyes Street as a unique commercial corridor. Initial design studies have determined that the installation of a median would require the removal of the existing bike lanes. Two design alternatives are shown on the following page demonstrating the possible future configuration of Keyes.

#### *Warehouse/Light Industrial Buildings*

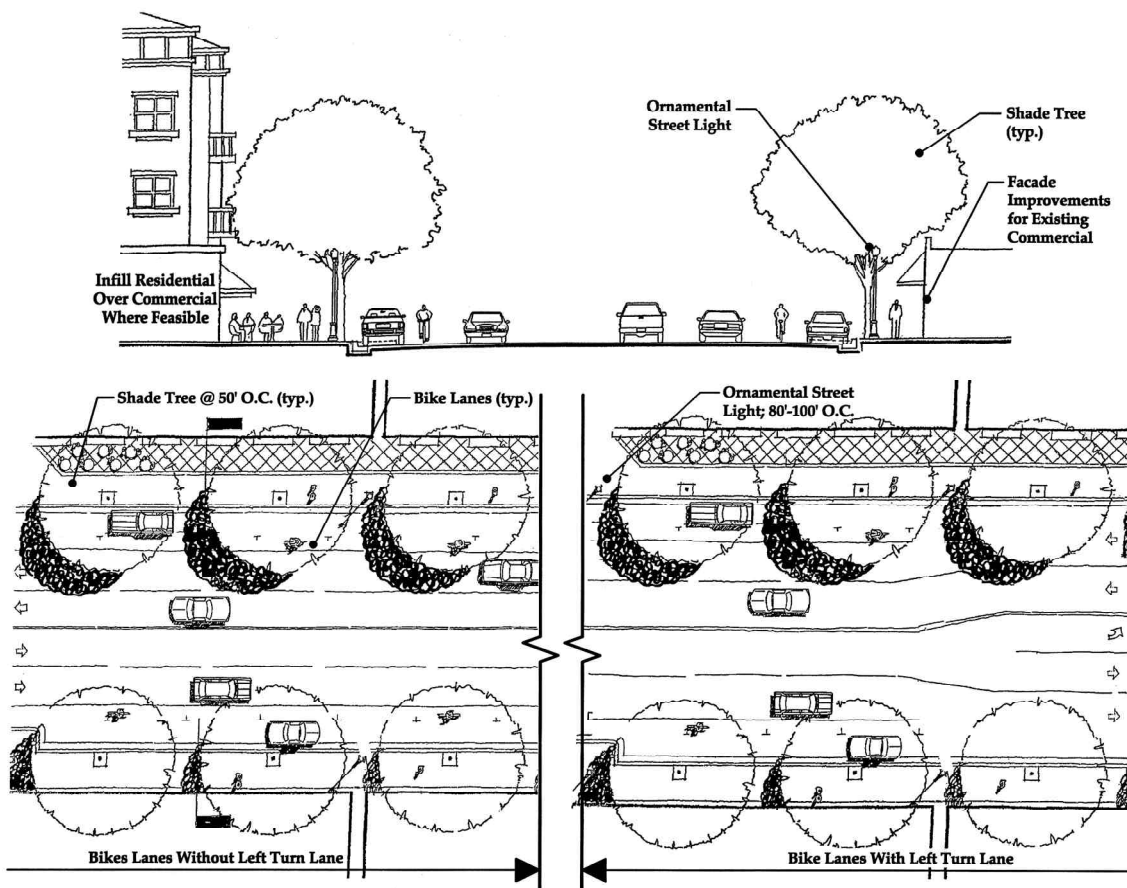
The East Gardner area has a significant collection of early-mid-20<sup>th</sup> Century buildings and associated structures, which are included in the City of San Jose's Historic Inventory. These buildings present an opportunity to imbue new development and the surrounding community with a unique historic character. Residents would like to see most or all of these buildings preserved and incorporated into redevelopment efforts. Warehouses can be reused for a wide range of residential, arts, crafts, community, commercial and other businesses. Development and the design of new buildings should borrow from the architectural character of this area to create a cohesive environment.



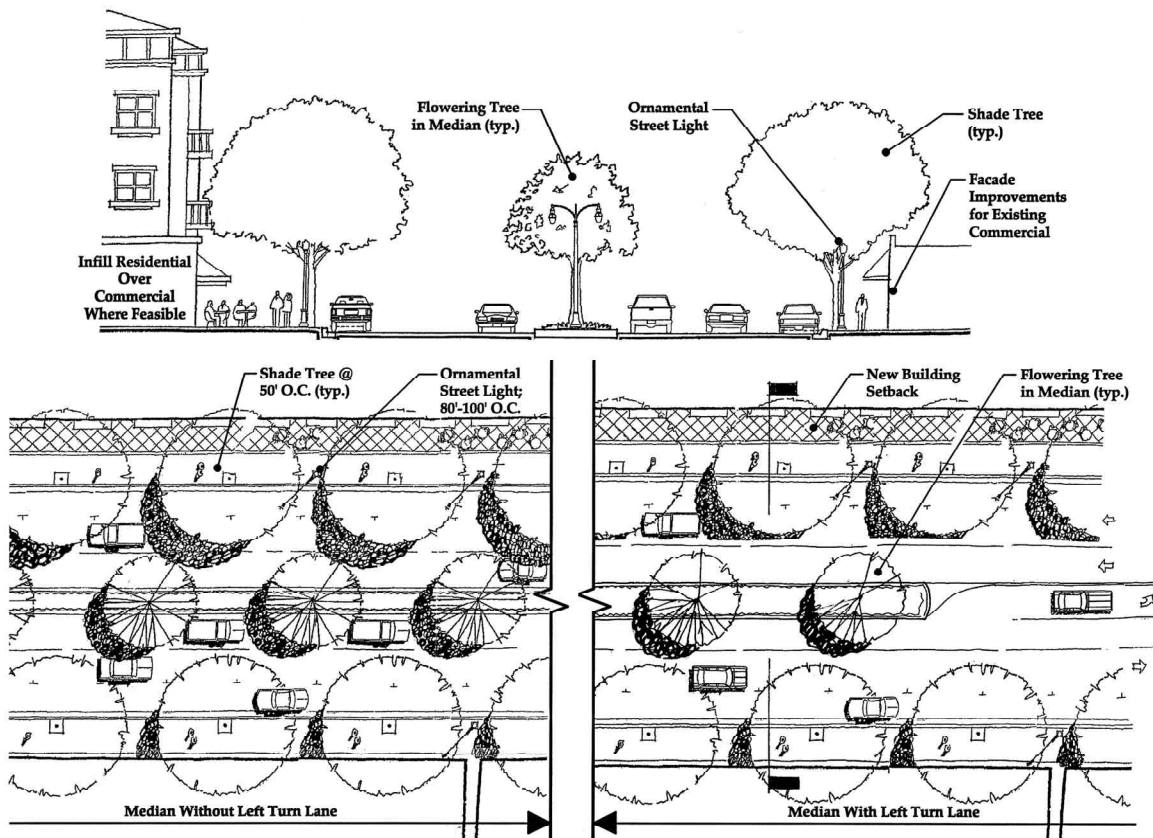
*Industrial buildings such as the American Can Company should be renovated to accommodate community facilities and/or arts-related uses.*

#### *Infill Residential Development*

The EGSP encourages redevelopment of a portion of the East Gardner area with higher-density housing that promotes neighborhood character. One goal of the EGSP is to achieve this level of density in a manner that fosters a sense of community. Improvements to the pedestrian environment, addition of neighborhood-oriented commercial and services, and the development of public open spaces are proposed to help achieve this vision. New housing will be oriented towards streets to provide connections to the public environment and the community. While much of the planned new development is focused in the East Gardner area, infill development should be considered along Keyes Street as well. Housing over retail development where feasible could provide the neighborhood-oriented commercial space desired by residents and contribute to the city wide housing need.



Keyes Street with Bike Lanes



Keyes Street with Center Median

## Keyes Street Improvement Alternatives

# Action Plan

## Overview

This chapter describes the actions needed to implement the Plan's neighborhood improvement recommendations. Time frames, responsible City departments, costs and likely funding sources are identified. Individual "Action Items" are listed according to their priority, as determined by the community and the Neighborhood Advisory Committee. Each Action Item includes a series of specific "Action Steps" that are intended to guide City efforts and serve as a yardstick for assessing progress. An "Action Plan Matrix" summarizes time frames, departmental responsibilities, costs and funding.

## Action Items "Top Ten"

The "Top 10" Action Items, listed on the following pages, are ranked in their order of importance to the neighborhood for implementation purposes. They reflect the NAC's weighing of current neighborhood issues, long-term neighborhood vision, and likely cost. Some of the Action Items are capital improvements, such as the development of neighborhood open space. Others are policy or program-oriented, such as revitalization of the neighborhood commercial area.

The "Top 10" balance need, feasibility, and impact. However, there are a total of 21 Action Items in all, and the community and the NAC consider all to be important. It may happen that Action Items outside the Top 10 become more feasible than anticipated at the time the Neighborhood Plan was prepared; e.g., new funding sources or programs might arise. Or, as implementation efforts proceed, one or more items in the Top 10 could take significantly longer to implement than anticipated, or could be pursued in a different way than envisioned by the Neighborhood Plan. In such cases, Action Items outside the Top 10 should be re-evaluated for implementation and either reprioritized or pursued by the community. The City of San Jose will focus its implementation efforts only on the Top 10 at any point in time. Of course the community may elect to pursue any Action Item at any time using its own resources and any other resources available to it, such as grants, private investment, "sweat equity," regular City programs, etc. Other Action Items may become reality through the decisions and activities of others. The Top 10 Action Items for Spartan Keyes are as follows:

1. Develop Public Open Space at the Story Road Landfill
2. Prepare and Implement a Neighborhood Traffic Calming Plan
3. Improve the Keyes Street Streetscape
4. Revitalize and Attract Neighborhood Friendly Businesses Along Keyes Street
5. Develop a Neighborhood Park in the East Gardner Area
6. Develop Arts-Oriented Uses in the East Gardner Area
7. Study and Mitigate Neighborhood Noise Levels
8. Improve Access to Elementary Schools
9. Explore Opportunities for a Neighborhood Elementary School
10. Improve Martha Street as a Pedestrian/Bicycle Corridor

Each Action Item has been assigned a time frame(s), which is an estimate of the period required to implement the action described in the plan. These may need modification once budgets and funding sources have been reviewed. A description of the time frames is provided below.

0-18 months: Immediate; issue should be addressed quickly or is in process

0-3 years: Short Term; issue should be addressed and completed within the next three years

4-6 years: Medium Term; issue should be addressed and completed in 4-6 years

7-10 years: Long Term; issue should be addressed and completed in 7-10 years

On-going: issue requires ongoing implementation.

## Implementation and Oversight

A key element of implementing the Neighborhood Plan is the continued role of the *Spartan Keyes Neighborhood Advisory Committee (NAC)*, consisting of representatives of the *Spartan Keyes Neighborhood Association* as well as additional interested residents and business owners. While it is hoped that active Planning-phase NAC members remain on the Implementation Phase NAC, membership may be changed or replenished. Similarly, the name and nature of the group can be changed at its discretion; for example, some existing groups call themselves Coalitions and some are becoming non-profits.

The Implementation Phase *NAC*, or *Coalition*, will be the main contact point between various City departments pursuing various Action Steps and the neighborhoods. Unlike the present NAC, it will be an independent body with responsibility for its own administration. It will make implementation-related decisions and monitor progress on a regular basis, and serve as a forum for neighborhood input and outreach.

The new *NAC/Coalition* will determine the makeup of the various subcommittees that may be needed, such as a Neighborhood Traffic Subcommittee to work with the Department of Transportation on traffic calming recommendations. It will also periodically re-evaluate the Neighborhood Plan's priorities, given changes in community concerns, funding circumstances, or other factors that could support re-ordering of Action Items. Finally, the *NAC/Coalition* will gauge the effectiveness of implementation efforts by City staff and others, and communicate concerns and/or support to departmental and/or City Council staff.



## 1. Develop Public Open Space at the Story Road Landfill

### *Issue:*

There are no City parks or public open spaces within the Spartan Keyes neighborhood. Throughout the planning process a major objective has been to designate and develop sites for neighborhood-oriented passive and active recreation. The Story Road Landfill has been identified as a likely site for open space due to its size and proximity to the neighborhood. The landfill site is already designated for Public Park and Open Space use in the City's General Plan. Park use of the landfill site should include the segment of the Coyote Creek trail between Kelley Park and Interstate 280. The Coyote Creek trail is an important community-wide amenity that is enthusiastically supported by all of the neighborhoods along the creek.

### *Action Steps:*

- a. *Assemble Required Technical Information* – Research and collect technical and environmental information that relates to how the landfill sites may be used, e.g. location(s) of existing mitigation areas; flood plain and riparian restrictions; the composition and character of the landfill materials; etc.
- b. *Decision Required on Use of the Story Road Landfill for Open Space* – The City of San Jose should decide whether the Story Road Landfill should be made available for the development of park space.
- c. *Prepare Park Master Plans* – The Department of Parks, Recreation and Neighborhood Services (PRNS) should coordinate preparation of a park master plan for the Story Road site, including the Coyote Creek Trail. Neighborhood Plan programming recommendations should be incorporated in the initial design concepts. Emphasis should be placed on providing a broad range of opportunities for park users including both active and passive recreation. Programming efforts should be coordinated with other proposed parks within the Spartan Keyes neighborhood, and City-wide projects such as the "Rails to Trails" program.
- d. *Obtain Easements through the San Jose Water Company Site* – Easements through the San Jose Water Company site at Martha/12<sup>th</sup> Streets should be obtained to allow for direct pedestrian access to the park from the Spartan Keyes neighborhood.
- e. *Prepare Coyote Creek Trail Master Plan* – Coordinate the Coyote Creek Trail Master Plan with the park Master Plan. The trail plans should be designed to complement plans for trail segments to the north and south of Spartan Keyes. This Action Step should be pursued independently if development of a neighborhood park is not feasible. (See Action Item #22)
- f. *Prepare Construction Drawings* – PRNS should coordinate the preparation of construction drawings based upon the final park master plan concept developed in Action Steps d and e.

- g. *Secure Funding for Park and Trail Construction* - PRNS should secure funding for the development of the final master plan concept as determined in Action Steps d and e. If funds are not sufficient to develop the park and trail as a single project, phasing of construction should be considered.
- h. *Bid and Contract the Project* – Prepare bid documents, put the project out to bid, and secure contractor.
- i. *Construct the Park and Trail Improvements.*

***Lead Departments/Organizations:***

Department of Parks, Recreation, and Neighborhood Services (a-e,g)  
Department of Public Works (f,h,i)

***Timeframe:***

Short/Medium Term: 0-6 years

***Cost Estimates:***

Engineering/Design: \$300,000

Capital improvement costs to be determined

## 2. Prepare and Implement a Neighborhood Traffic Calming Plan

### ***Issue:***

Spartan Keyes residents feel that high traffic volumes and perceived speeding on residential streets are significant challenges within the area. The proximity of the neighborhood to Interstate 280, Highway 101, San Jose State University, and Spartan Stadium results in significant amounts of non-local through traffic. Residents would like to reduce the impact of vehicles and improve conditions for pedestrians and bicyclists.

### ***Action Steps:***

- a. *Evaluate Neighborhood Traffic Patterns* –The Department of Transportation (DOT) should evaluate current neighborhood traffic patterns with regard to volume, speed and circulation. Recent traffic studies conducted in the East Gardner Area should be expanded to include the entire Spartan Keyes neighborhood. The City should use data related to anticipated development within East Gardner to evaluate long-term traffic patterns.
- b. *Prepare Neighborhood Traffic Calming Studies* – Following Action Step a, DOT should work with the community to evaluate the feasibility of installing traffic calming measures within the Spartan Keyes neighborhood. Streets that experience large amounts of through traffic, such as 7<sup>th</sup>, 10<sup>th</sup> and 11<sup>th</sup>, should be given particular attention with regard to vehicular speed and volume. Evaluation of prominent east-west corridors such as Martha and Keyes Streets should focus on reducing the conflict between vehicle and pedestrian routes. The City should review development projects within the East Gardner Area as they are presented to ensure continuity with the neighborhood traffic plan.
- c. *Install Traffic Calming Measures* – Traffic calming mitigations should be installed where appropriate as determined by the traffic calming studies. These measures should discourage speeding and enhance the safety of pedestrians and bicyclists.

### ***Lead Departments/Organizations:***

Department of Transportation (a,b)

Department of Public Works (c)

### ***Timeframe:***

Short Term: 0-3 years

### ***Cost Estimates:***

Staffing, Outreach & Capital Improvements: \$2,000,000

### 3. Improve the Keyes Street Streetscape

***Issue:***

Keyes Street is the central spine of the Spartan Keyes neighborhood, connecting the area with public facilities and nearby commercial centers. It also contributes significantly to perceptions of neighborhood quality and character. Unfortunately, the current condition of Keyes Street does not reflect the character of surrounding residential areas nor does it offer any appeal to the “neighborhood business district” type of business so desired by the community. Proposed streetscape improvements focus on encouraging a vibrant neighborhood-oriented business district, enhancing the enjoyment and comfort of pedestrians, connecting residents on both side of Keyes, and adding to the aesthetic value of the neighborhood.

***Action Steps:***

- a. *Prepare a Streetscape Improvement Plan* – The Department of Transportation (DOT) and the Department of Public Works (DPW) should prepare design and construction plans for sidewalk construction and/or repairs, and installation of street trees, pedestrian-oriented lighting, decorative banners, and a center median (pending completion of Action Step f). Streetscape improvements should be designed with community input and should enhance the pedestrian environment and overall image of the corridor and encourage neighborhood-oriented commercial businesses along the frontage.
- b. *Evaluate Pedestrian Crossings* – DOT should consider enhanced pedestrian crossings at Keyes/3<sup>rd</sup>, Keyes/7<sup>th</sup>, Keyes/10<sup>th</sup>, and Keyes/11<sup>th</sup> to encourage activity and improve convenience. These locations are already controlled by traffic signals, however further pedestrian enhancements should be considered by the community and city.
- c. *Install Enhanced Crossings* - Per Action Step b, DPW should design and install enhanced crosswalks for all appropriate intersections. Construction should be coordinated with other streetscape improvements where possible.
- d. *Install Frontage Street Trees* – Per Action Step a, SJRA should coordinate installation of approved shade trees along Keyes Street.
- e. *Install Frontage Lighting* - Per Action Step a, SJRA should coordinate installation of pedestrian-scale street lights and banners along Keyes Street. Street lights should be fully shielded so that light sources other than low-pressure sodium (LPS) may be installed.
- f. *Study the Feasibility of a Center Median* - DOT should study the feasibility of the installation of a center median along Keyes Street from 3<sup>rd</sup> Street to Senter Street. The median should be able to accommodate plantings such as ornamental trees and low growing shrubs and/or groundcover. Median width should maintain four lanes of traffic and curbside parking. A choice will need to be made between medians and bicycle-only lanes, as there is not sufficient width for both.

- g. *Construct a Center Median* - If deemed feasible, SJRA and DPW should design and install a center median.
- h. *Establish Bike Lanes* - DOT should establish and maintain bike lanes along Keyes Street. Bike lane striping should be repainted after all utility and street repair work to ensure the safety and comfort of bicyclists. If a center median is constructed, Class II.5 - shared bicycle/auto lanes - should be considered.

***Lead Departments/Organizations:***

San Jose Redevelopment Agency (a-h)  
Department of Transportation (a,b,f,h)  
Department of Public Works (a,c,g)

***Timeframe:***

Short/Medium Term: 0-6 years

***Cost Estimates:***

Engineering/Design, Capital Improvements: \$1,500,000



#### 4. Revitalize and Attract Neighborhood-Friendly Businesses Along Keyes Street

**Issue:**

Residents have expressed a strong desire to establish a neighborhood-oriented commercial district along Keyes Street. The current mix of commercial, light industrial, and auto service businesses does not mesh with the long-term vision for the area. Introduction of community-serving, pedestrian-oriented businesses would help to enliven the community, create a distinct neighborhood identity, reduce the need for auto trips outside the neighborhood, and add to property values. Efforts should be made to encourage the relocation of light industrial uses and auto-related businesses to provide space for the development of the neighborhood-oriented uses desired by the community.

**Action Steps:**

- a. *General Plan Amendments* - The Department of Planning, Building and Code Enforcement (PBCE) should consider amending the *General Plan* to designate the length of Keyes Street from 1<sup>st</sup> Street to Senter Road as neighborhood commercial with “storefront commercial” design guidelines. Where frontage properties are extremely shallow, the commercial designation should be extended to properties immediately behind them for consolidation to accommodate appropriate new commercial development fronting on Keyes Street.
- b. *Rezone Selected Properties* – The Planning Department should consider supporting those rezoning applications of properties adjacent to the Keyes Street frontage from residential to commercial when the purpose is lot consolidation for a commercial project with frontage only on Keyes Street. These zoning changes should reflect the desire of the community to encourage neighborhood-oriented businesses along Keyes Street by expanding the depth of commercial-zoned area frontage properties to create opportunities for new development. New development should be designed with careful attention to the interface between new commercial and existing residential uses.
- c. *Make Property and Façade Improvements* – The San Jose Redevelopment Agency (SJRA) should provide assistance with property improvements for existing local businesses or new businesses that are neighborhood-oriented. Focus should be placed on creating a pleasing pedestrian streetscape with façade improvements, cleanup of rear lots and service ways, site amenities including parking and landscaping improvements, and exterior lighting. Improvements should be consistent with the character of the surrounding residential neighborhoods. (See action item #17)
- d. *Help Strengthen and Retain Appropriate Existing Businesses* – The Office of Economic Development (OED) and the San Jose Redevelopment Agency (SJRA) should work with existing business owners to establish business plans that will target an appropriate customer base and help ensure success in the neighborhood.

- e. *Recruit New Businesses* - The OED should develop an outreach strategy for recruiting new businesses that will contribute to the creation of a neighborhood-shopping district.

***Lead Departments/Organizations:***

Department of Planning, Building and Code Enforcement (a,b)  
San Jose Redevelopment Agency (c,d)  
Office of Economic Development (d,e)

***Timeframe:***

Short/Medium Term: 0-6 years

***Cost Estimates:***

Capital Improvements: \$800,000

## 5. Develop a Neighborhood Park in the East Gardner Area

### ***Issue:***

There are no City parks or public open spaces within the Spartan Keyes neighborhood. During the East Gardener Specific Plan process, a site was identified as a proposed park site. Development of open space in this location and reuse of the historic buildings for a community center, education, and recreation purposes, would create a variety of recreation and social opportunities for existing and future residents.

### ***Action Steps:***

- a. *Acquire Land and Related Buildings for Park Development* - The Department of Parks, Recreation and Neighborhood Services (PRNS) should acquire the land between 3<sup>rd</sup> Street, Martha Street, the Bestor Street "extension," and 5<sup>th</sup> Street for development of a neighborhood park. The portion of the site with existing structures such as the American Can Company building should be acquired intact and integrated into the park as a multi-use neighborhood recreation and cultural center. The remaining area should be developed for outdoor recreational use.
- b. *Prepare Park Plans* – PRNS should coordinate the preparation of a park master plan for the East Gardner Park site. Programming recommendations made during the East Gardner Specific Plan process should be incorporated in the design. Emphasis should be placed on establishing a community center with a wide range of opportunities for informal recreation as well as formal and informal gatherings and educational activities.
- c. *Prepare Construction Drawings* – PRNS should coordinate the preparation of construction drawings based upon the final park master plan concept developed in Action Step b.
- d. *Secure Funding for Park Construction* – PRNS should secure funding for the development of the final master plan concept as determined in Action Step b.
- e. *Prepare Bid Documents and Secure a Contractor.*
- f. *Construct the Project.*

### ***Lead Departments/Organizations:***

Department of Parks, Recreation and Neighborhood Services (a-d)  
Department of Public Works (c,e,f)

### ***Timeframe:***

Short/Medium Term: 0-6 years (a,b)  
Long Term: 7-10 years (c-f)

### ***Cost Estimates:***

Land Acquisition: \$8,000,000  
Master Plan Development: \$200,000  
Capital improvements: \$3,300,000

## 6. Develop Arts-Oriented Uses in the East Gardner Area

### *Issue:*

Over the years an arts community has become established in the Spartan Keyes neighborhood, including within the East Gardner area. This community should be encouraged to stay and expand within the neighborhood to enrich the arts at a local level. The development of arts-oriented uses should provide a supportive environment for artists to live and work; provide a showcase for artists, include education opportunities for San Jose State University art students, other students, and the local community; and expand the cultural influence of the arts generally.

### *Action Steps:*

- a. *Perform a Market Feasibility Study* - The San Jose Redevelopment Agency (SJRA) and the Office of Cultural Affairs (CAE) should coordinate the development of a market feasibility study for arts-related uses in the East Gardner area. The study should identify possible arts supporting land uses such as live/work spaces, housing affordable to artists, exhibition space, community education facilities, and service retail uses. The study should make recommendations for City actions to pursue development of appropriate development.
- b. *Complete the East Gardner Specific Plan* – The Planning Department should coordinate the completion of the East Gardner Specific Plan. Recommendations for art-related uses and locations should be pursued and incorporated with new development.
- c. *Encourage Arts Related Uses* – The Department of Planning, Building, and Code Enforcement should work with potential developers to encourage the inclusion of arts related uses in new and reuse projects in the East Gardner area and along Keyes Street.
- d. *Develop Arts-Related Housing* - The Housing Department and SJRA should work to develop housing for artists and their families. The housing should include mixed income levels and a mixture of for-sale and rental units.
- e. *Consider Subsidies and Grants for Arts Related Projects* – Available City and outside subsidies and grants should be aggressively promoted for public and private arts related uses in the general East Gardner area. Local artists should be sought for these projects.
- f. *Acquire the Historic American Can Company Building for Arts Related and Community Center Purposes* – Include arts related uses, along with community center activities, as the intended purposes of acquiring the American Can Company building(s), per Top 10 Action Item #5.
- g. *Build Capacity of Neighborhood Arts Organization* - The Office of Cultural Affairs and SJRA should assist the Spartan Keyes Arts Coalition to build and strengthen its capacity for advancing the interests of artists and the arts.

***Lead Departments/Organizations:***

San Jose Redevelopment Agency (a,c,d,e)  
Department of Planning, Building and Code Enforcement (b,c)  
City Council (c,d,e,f)  
Convention, Arts, and Entertainment – Office of Cultural Affairs (d,e,g)  
Housing Department (d)  
Department of Parks, Recreation and Neighborhood Services (f)

***Timeframe:***

Immediate: 0-18 months (a,b)  
Short to Medium Term: 0-6 years (e,g)  
Medium to Long Term: 4-10 years (f)  
Ongoing: (c,d,e)

***Cost Estimates:***

Arts-Oriented Uses Feasibility Study - \$100,000  
Capital improvement costs to be determined  
Encourage Arts-Related Uses - staffing costs to be determined  
Acquire American Can Buildings - appraisal required  
Build Neighborhood Arts Coalition Capacity - to be determined



## 7. Study and Mitigate Neighborhood Noise Levels

### ***Issue:***

The Spartan Keyes neighborhood experiences elevated noise levels due to its proximity to Interstate 280, large volumes of non-local traffic, and truck traffic from nearby industrial areas. Noise mitigation measures would improve the quality of life for current and future residents. The neighborhood has already made a proposal to the City to eliminate truck traffic from 7<sup>th</sup>, 10<sup>th</sup>, and 11<sup>th</sup> Streets.

### ***Action Steps:***

- a. *Complete a Noise Analysis Along Interstate 280 and Neighborhood Truck Routes* – The Department of Transportation should contract with a noise consultant to evaluate noise levels within the Spartan Keyes SNI area addressing the effect of freeway traffic and local freeway-related traffic, particularly on streets with significant truck traffic. The noise study should conform to the FHA methodology to produce a NBSSR report that needs to be submitted to the VTA along with the request for grant funding for soundwall construction.
- b. *Map Potential Soundwall Locations* – A map should be prepared which compiles soundwall criteria to indicate areas eligible for soundwall construction. City staff should present this map and the underlying criteria to the *Neighborhood Advisory Committee* and other affected entities and individuals for review and evaluation. The desirability of constructing soundwalls in eligible locations should be assessed. Property owners affected should be identified and consulted by City staff and the *Neighborhood Coalition*.
- c. *Construct Soundwalls as Appropriate* – Per Action Step b, the Department of Public Works should coordinate the installation of soundwalls where appropriate. Once funding is secured, the City should construct the soundwalls, unless locations are on state highway systems, in which case Caltrans would construct the walls. Alternatively, the City may enter into a co-op agreement with Caltrans for the construction of walls.

### ***Lead Departments/Organizations:***

Department of Transportation (a,b)

Department of Public Works (c)

### ***Timeframe:***

Short/Medium Term: 0-6 years

### ***Cost Estimates:***

Engineering/Design and Improvements: \$60,000

## 8. Improve Access to Elementary Schools

### ***Issue:***

Children from Spartan Keyes attend one of two schools located outside of the neighborhood, Lowell Elementary or Washington Elementary. Although these schools are within walking distance of most of the neighborhood, children and adults must travel along busy streets, and cross freeway on- and off-ramps, and/or busy intersections during peak traffic times. In addition, neighborhood school bus stops are poorly defined and are located along busy streets. Residents have expressed concern over the safety of neighborhood children walking to and from school and waiting at bus stops.

### ***Action Steps:***

- a. *Identify Primary Pedestrian Routes to Local Schools* – The Department of Transportation (DOT) should work with residents to identify the main pedestrian routes to Lowell Elementary and Washington Elementary schools. The community should help to identify any locations along these routes which cause particular concern.
- b. *Identify Needed Improvements* – Traffic movements, signal timing, and other aspects of pedestrian circulation should be evaluated along these routes and other enhancements such as traffic calming measures and crossing guards considered.
- c. *Install Appropriate Route-to-School Pedestrian Improvements* – Based on the results of Action Step b, install appropriate pedestrian improvements. Pedestrian improvements required within the *East Gardner Specific Plan* area should be coordinated with and incorporated into improvements required by the *Specific Plan*.
- d. *Identify Improvements Needed at School Bus Stops* – DOT should work with the San Jose Unified School District to evaluate current school bus stops for function and visibility and identify any improvements needed. If feasible, bus stops should be relocated from 7<sup>th</sup> Street, 10<sup>th</sup> Street, and 12<sup>th</sup> Street to adjacent residential streets with lower volumes of vehicular traffic. Bus stop areas should be clearly marked where possible to alert drivers to the increased amount of pedestrian activity.
- e. *Install Appropriate Bus Stop Enhancements or Relocations* – Install enhancements and/or relocations identified in Action Step d.

### ***Lead Departments/Organizations:***

Department of Transportation (a,b)  
San Jose Unified School District (d,e)  
Department of Public Works (c,e)  
Valley Transportation Authority (e)

### ***Timeframe:***

Short Term: 0-3 years

### ***Cost Estimates:***

Engineering/Design & Improvements: \$25,000

## 9. Explore Opportunities for a Neighborhood Elementary School

### ***Issue:***

Residents have expressed a strong desire for an elementary school within the Spartan Keyes neighborhood. Community members and parents feel that perceived safety and pedestrian access issues at bus stops make existing elementary schools located outside the neighborhood less than desirable destinations for local children. Development of higher-density infill housing will increase the demand for public schools and potentially overburden the existing facilities. Construction of a new school within Spartan Keyes would alleviate many of the current circulation problems, prevent overcrowding of existing schools, and create a focus for neighborhood-oriented activities.

### ***Action Steps:***

- a. *Explore the Demand for and Feasibility of a New Elementary School* – The Department of Planning, Building and Code Enforcement (PBCE) should work with the San Jose Unified School District (SJUSD) to explore the feasibility of adding an elementary school within or near the Spartan Keyes neighborhood. Population growth anticipated with new infill housing should be considered.
- b. *Identify Potential Sites for a Neighborhood School* – The Planning Department should work with the SJUSD to identify sites within the Spartan Keyes area that would be suitable for a new elementary school.
- c. *Explore Sources for Funding a New School* – The City of San Jose should work with the San Jose Unified School District to identify potential sources of funding for a new school. Sources that should be considered include state programs, school district funds including required development fees which accrue to the District, grants, etc.

### ***Lead Departments/Organizations:***

Department of Planning, Building and Code Enforcement (a,b,c)  
 Council Office (a,c)  
 San Jose Unified School District (a,c)  
 Neighborhood Organizations (a,c)

### ***Timeframe:***

Short Term: 0-3 years (a,b)  
 Medium Term: 4-6 years (c)

### ***Cost Estimates:***

Development and Construction (land acquisition not included): \$20,000,000

## 10. Improve Martha Street as a Pedestrian/Bicycle Corridor

### ***Issue:***

Establishing a safe and aesthetically pleasing pedestrian and bicycle network will promote activity and enhance the livability of the neighborhood. Martha Street has been identified as one of the main Spartan Keyes pedestrian corridors due to its east-west connection between residential areas, public facilities, and proposed neighborhood parks and open space. Public right-of-way improvements should be installed to enhance the safety and comfort of pedestrians.

### ***Action Steps:***

- a. *Prepare a Pedestrian Corridor Improvement Plan* – The Department of Transportation (DOT), with input from the community, should establish design concepts for the entire length of Martha, from 1<sup>st</sup> Street to 12<sup>th</sup> Street. The design concepts should include sidewalk widths, tree species, other landscaping, crossing enhancements (including bulb outs, medians, and special crosswalks), appropriate signs, street furniture, bicycle facilities, and lighting styles as appropriate. Pedestrian corridor design should be coordinated with the pedestrian corridor improvements proposed in the *East Gardner Specific Plan*, and with new development to provide continuity between the *East Gardner* area and the greater Spartan Keyes neighborhood.
- b. *Prepare Design and Construction Plans* – The Department of Public Works (DPW) should prepare design and construction plans for pedestrian and bicycle oriented improvements along Martha Street per Action Step a.
- c. *Install Pedestrian and Bicycle Improvements* – DPW should install enhanced pedestrian and bicycle improvements. The City should require the installation of pedestrian and bicycle improvements as a condition of new development until the improvements are fully implemented. Street lights should be fully shielded so that light sources other than low-pressure sodium (LPS) may be installed.
- d. *Install Frontage Street Trees* – Per Action Step a, DOT should coordinate installation of approved shade trees along Martha Street. The City should require the installation and /or replacement of street trees as part of new development.

### ***Lead Departments/Organizations:***

Department of Transportation (a,d)  
Department of Public Works (b,c)

### ***Timeframe:***

Short Term: 0-3 years (a,b,d)  
Medium Term: 4-6 years (c)

### ***Cost Estimates:***

Engineering/Design & capital improvements: \$600,000

## 11. Improve Conditions of Streets and Sidewalks

### ***Issue:***

Improvement is needed in the condition of neighborhood streets, sidewalks, curb and gutters. Some neighborhood streets have cracks, dips, and faded lane striping, giving the area a run-down appearance. Sidewalks are cracked and uneven in some places and completely missing in others, adding to blight and impeding pedestrian circulation. Basic maintenance of streets and sidewalks is needed to enhance safety and improve neighborhood aesthetics.

### ***Action Steps:***

- a. *Evaluate Condition of Streets and Sidewalks* – The Department of Transportation (DOT) should work with the *Spartan Keyes Neighborhood Association* to evaluate the condition of streets and sidewalks within the area to determine where repairs and resurfacing are needed.
- b. *Repair Streets as Necessary* - Per Action Step a, DOT and the Department of Public Works (DPW) should coordinate the repair and resurfacing of streets as necessary.
- c. *Restripe Lanes and Crosswalks Where Necessary* - Once Action Step b has been completed, lane striping, crosswalks, and bike lanes should be repainted where necessary to improve visibility and reduce the conflict between vehicles and pedestrians.
- d. *Install and Repair Sidewalks as Necessary* - Per Action Step a, DOT and DPW should coordinate the repair and/or replacement of sidewalks as necessary. New sidewalks should be installed where missing to create a continuous sidewalk throughout the neighborhood. The City should require replacement of sidewalks as part of new development. New sidewalks should be at least 5' in width on residential streets, 6' in width along Martha Street, and 10-15' along Keyes Street.
- e. *Promote the Use of the City's Sidewalk Reimbursement Program on Single-Family Residential Streets* - Publicize and promote the use of the City's sidewalk reimbursement program to single-family and duplex owners, particularly where such sidewalk repair or replacement can be coordinated with a City or new development sidewalk project.

### ***Lead Departments/Organizations:***

Department of Transportation (a,b,d,e)

Department of Public Works (b,c,d)

### ***Timeframe:***

Short Term: 0-3 years

Ongoing

### ***Cost Estimates:***

Capital improvement costs to be determined



## 12. Increase Police Presence

### ***Issue:***

Spartan Keyes residents feel increased police presence is needed to deter loitering, drug related activity, and other anti-social behaviors. There have been concerns over the response time to resident complaints, especially with regard to drug-related transactions, prostitution, and related neighborhood disturbances. An increase in the number of regular police patrols and faster response to complaints has been recommended by the community in an effort to curb illegal activity within the neighborhood.

### ***Action Steps:***

- a. *Identify Key Neighborhood Issues* – Local SJPD officers should work with local residents to ascertain key neighborhood issues. Specific behaviors and locations should be identified in an effort to focus police patrols and supervision.
- b. *Perform Regular Neighborhood Patrols* – The SJPD should become a visible presence within the neighborhood through regular patrols and timely attention to community issues as identified in Action Step a.
- c. *Develop a Neighborhood Watch Program* - The Spartan Keyes Neighborhood Association should work with the SJPD to establish a Neighborhood Watch program within the Spartan Keyes neighborhood. Participants should meet regularly with law enforcement officers to update community issues and coordinate efforts between the two organizations.

### ***Lead Departments/Organizations:***

San Jose Police Department (a-c)

### ***Timeframe:***

On-going

### ***Cost Estimates:***

Staffing costs to be determined

### 13. Discourage Industrial Businesses in Existing and Planned Residential and Commercial Areas

***Issue:***

Residents are opposed to the expansion or new development of light or heavy industrial uses within the Spartan Keyes area. The long-term goal for the area is to establish a community with a variety of neighborhood-oriented land uses, including single and multi-family residential, a commercial corridor, live/work spaces, and community facilities. The light industrial and auto related uses within the East Gardner area and along Keyes Street are not consistent with the neighborhood vision and should be phased out of the area.

***Action Steps:***

- a. *Explore Policy Options* – Light and heavy industrial businesses should be encouraged in other areas of the city. The Department of Planning, Building and Code Enforcement (PBCE) should explore policy options for land use and economic development to promote the type of development desired by Spartan Keyes residents.
- b. *Promote Community Vision* – City actions and programs in this area should be consistent with the community's vision for the neighborhood. To enhance that outcome, the community should be fully included in the public review of any proposed projects or developments.

***Lead Departments/Organizations:***

Department of Planning, Building and Code Enforcement (a,b)

***Timeframe:***

On-going

***Cost Estimates:***

Staffing and outreach costs to be determined

## 14. Mitigate Overflow Parking from Spartan Stadium

### ***Issue:***

Overflow parking from Spartan Stadium events is a significant concern for local residents south of Keyes Street. Although overflow parking has always been a neighborhood issue, recent years have seen a marked increase in the number of events held at the stadium, exacerbating the problem.

### ***Action Steps:***

- a. *Prepare Neighborhood Parking Study* - The Department of Transportation (DOT) should work with the community and Spartan Stadium representatives to evaluate the volume and frequency of non-resident parking within Spartan Keyes. This study should reflect the criteria established in the city's Residential Parking Permit Program.
- b. *Evaluate Parking Control Measures* – Following Action Step a, DOT should determine the best methods for reducing non-residential parking within Spartan Keyes. These methods may include the establishment of permit parking areas, increased Code Enforcement, or temporary parking restrictions.
- c. *Implement and Maintain Residential Parking Controls as Appropriate* – Per Action Steps a and b, DOT should implement and maintain appropriate parking control measures to ensure adequate on-street parking for residents. Any control measures should accommodate parking for commercial businesses along Keyes Street.

### ***Lead Departments/Organizations:***

Department of Transportation (a-c)

### ***Timeframe:***

Short Term: 0-3 years

### ***Cost Estimates:***

Staffing and outreach costs to be determined

## 15. Improve Neighborhood Streetscapes

### ***Issue:***

Residents have expressed the desire to enhance the aesthetic quality of the neighborhood through streetscape improvements. Increased lighting would improve pedestrian safety, reduce anti-social behavior, street trees would add to property values, and enhanced pedestrian crosswalks would encourage neighborhood activity. Together these improvements would improve the quality of life for local residents.

### ***Action Steps:***

- a. *Evaluate Neighborhood Streetscapes* - The Department of Transportation (DOT) should work with residents to identify and prioritize streetscapes in need of infill street trees, lighting and enhanced pedestrian crossings. Focus should be given to streets outside of the East Gardner area, as these will not be improved in conjunction with new infill development.
- b. *Install Lighting* – Per Action Step a, lighting should be installed where appropriate to improve visibility and enhance pedestrian safety. Light fixtures should be mounted to provide illumination below tree canopies. Residents prefer pedestrian-scale ornamental lights; however, traditional “cobra-head” lights may be installed on existing power poles to solve immediate lighting concerns.
- c. *Install Street Trees* - Per Action Step a, the *Spartan Keyes Neighborhood Association* should work with the city arborist to install infill street trees in existing planting strips where appropriate. Dead or diseased trees should be evaluated by the city arborist and replaced as appropriate. Selected tree species should reflect the established neighborhood character and architecture.
- d. *Enhance Pedestrian Crossings* - Intersections within the primarily residential portions of the neighborhood should be evaluated to ensure proper visibility and safety for pedestrians. Where necessary, crosswalk striping and stop bars should be repainted and clearly defined.

### ***Lead Departments/Organizations:***

Department of Transportation (a-d)

Department of Public Works (b-d)

### ***Timeframe:***

Short Term: 0-3 years

Medium Term: 4-6 years

### ***Cost Estimates:***

Engineering/Design costs to be determined

Capital improvement costs to be determined

## 16. Improve Perception of Safety at Freeway Underpasses

### ***Issue:***

Interstate 280 bounds the neighborhood on the north, separating Spartan Keyes from Downtown, San Jose State University, and adjacent pedestrian destinations. Freeway undercrossings are long and not well lit and on- and off-ramp crossings are difficult, discouraging pedestrian circulation. In addition, easy access to Caltrans rights-of-way and on-street parking provides opportunities for anti-social behavior and “car camping,” creating an uncertain environment for pedestrians. Proposed improvements are intended to establish a secure walking environment and pleasing network from Spartan Keyes to greater San Jose.

### ***Action Steps:***

- a. *Improve Lighting at Freeway Undercrossings* – The Department of Transportation (DOT) should evaluate the lighting levels at the freeway undercrossings at Interstate 280. Additional pedestrian-oriented lighting should be installed where appropriate to enhance the perception of safety along pedestrian routes between Spartan Keyes and Downtown, San Jose State and Lowell Elementary School.
- b. *Enhance Pedestrian Crossings at Freeway On- and Off-Ramps* – DOT should consider enhanced pedestrian crosswalks and/or other measures to enhance safety and create a more pedestrian friendly environment at 7<sup>th</sup> Street/I-280, 10<sup>th</sup> Street/I-280 and 11<sup>th</sup> Street/I-280.
- c. *Restrict Access to Caltrans Right-of-Way* – DOT and PBCE should coordinate with Caltrans to install and maintain fences and barriers as appropriate to limit access to areas around and under freeways. Barriers should be attractive and allow controlled access for police patrols and sweeps. Landscaping and vegetation should be kept pruned and trimmed to eliminate hidden spaces along freeway easements.
- d. *Increase Homeless Sweeps* – The San Jose Police Department should increase the frequency of homeless sweeps and routine patrols of areas around and under freeways to discourage encampments and enhance the pedestrian environment. On-street parking should be restricted to prevent overnight “car camping” under the freeway.

### ***Lead Departments/Organizations:***

Department of Transportation (a,b,c)

Department of Planning, Building and Code Enforcement (c)

San Jose Police Department (d)

### ***Timeframe:***

Short Term: 0-3 years

### ***Cost Estimates:***

Engineering/Design costs to be determined

Capital Improvements costs to be determined



## 17. Establish Neighborhood Design Guidelines

### *Issue:*

Residents feel strongly that renovations and new infill housing development should complement existing housing styles and blend with surrounding properties. Established residential design guidelines will help guide residential infill. However, there are no existing guidelines for the renovation and reuse of industrial buildings in the East Gardner area. Residents would like to have guidelines prepared which would deal with issues specific to Spartan Keyes, such as preservation of the concentration of original Victorian houses, maintenance of the industrial character of the East Gardner area, and the integration of the existing single-family neighborhood with new infill residential development.

### *Action Steps:*

- a. *Establish Guidelines for New Development* – The Department of Planning, Building and Code Enforcement (PBCE) should develop a set of design guidelines for new development within the Spartan Keyes area. These guidelines should address building height, density, and architectural character for the range of development types encouraged. The guidelines should make recommendations for public open space and the incorporation of neighborhood supporting facilities within development projects. These guidelines would supplement the City's existing residential and commercial development guidelines.
- b. *Establish Guidelines for Building Conservation* – The Planning Department should develop guidelines for the renovation and reuse of industrial and historic buildings in Spartan Keyes focusing on the East Gardner area. These guidelines should address façade renovation, building materials, architectural character, and appropriate uses.
- c. *Establish Guidelines for Commercial Development and Renovation* – The Planning Department should develop guidelines for new commercial development and existing building renovation along Keyes Street. These guidelines should address architectural character, signage, and site development.

### *Lead Departments/Organizations:*

Department of Planning, Building and Code Enforcement (a,b,c)

### *Timeframe:*

On-going

### *Cost Estimates:*

Staffing and outreach costs to be determined

## 18. Maintain/Improve Undeveloped Open Space

### ***Issue:***

There are several small open spaces owned by various public entities that should be beautified to improve neighborhood appearance. Most of these spaces are along the I-280 corridor within the Caltrans right-of-way. Others are City-owned parcels that have not been developed. Residents would like to establish a program that supports the planting of ornamental gardens and provides for regular maintenance.

### ***Action Steps:***

- a. *Provide Funding Assistance for Maintenance of Beautification Parcels* – The Department of Parks, Recreation and Neighborhood Services (PRNS) should work with local residents to secure funding for the maintenance of remnant open spaces that have been landscaped by local residents. Community members should identify desired improvements to assist City personnel in acquisition of funds.
- b. *Establish a Program for the Maintenance of Vacant City-Owned Properties* – General Services should establish a program for the maintenance of undeveloped city-owned properties. This program should include regular trash collection, weed abatement and landscape maintenance.

### ***Lead Departments/Organizations:***

Department of Parks, Recreation and Neighborhood Services (a)  
General Services (b)

### ***Timeframe:***

On-going

### ***Cost Estimates:***

Staffing costs to be determined

Capital improvement costs to be determined

## 19. Encourage Neighborhood-Accessible Public Facilities

### ***Issue:***

Spartan Keyes suffers from a complete lack of neighborhood-accessible public facilities such as a school, park, library, and community center. One goal of the plan is to bring together the diverse and vibrant resident population to create a strong community. Public facilities not only provide needed services, but also function as gathering places where residents can interact and build upon shared interests.

### ***Action Steps:***

- a. *Identify Facilities Desired Within the Community* – The Department of Planning, Building and Code Enforcement (PBCE) should work with residents to identify and prioritize desired public facilities within the community. The City should assist residents in determining which projects would be most feasible considering financial and physical constraints.
- b. *Explore Opportunities for Development of Public Facilities* – Per Action Step a, PBCE should explore opportunities for the development of public facilities within Spartan Keyes. The City should study the feasibility of combining the development of public sector facilities with private sector projects.

### ***Lead Departments/Organizations:***

Department of Planning, Building and Code Enforcement (a,b)

### ***Timeframe:***

On-going

### ***Cost Estimates:***

Capital improvement costs to be determined

## 20. Improve Neighborhood Code Enforcement

### ***Issue:***

A key element of the *Neighborhood Plan* is the improvement and maintenance of neighborhood character. Residents would like to preserve existing single-family homes yet avoid overcrowding that can occur with illegal building additions and conversions. Community members would like abandoned and derelict vehicles parked on residential streets to be removed. These two efforts would greatly enhance neighborhood aesthetics and increase community pride.

### ***Action Steps:***

- a. *Increase Code Enforcement Budget and Personnel* – The Department of Planning, Building and Code Enforcement (PBCE) should evaluate current staffing levels of the Code Enforcement division. Budget increases should be considered to facilitate the hiring of additional personnel to better respond to the expressed needs of the SNI neighborhoods.
- b. *Perform Regular Sweeps for Building and Code Violations* – Code Enforcement officers should perform regularly scheduled neighborhood “sweeps” to identify persistent code issues. Efforts should be focused on vehicle abatement and building code violations. Officers should educate residents on current building codes and work directly with those in violation.

### ***Lead Departments/Organizations:***

Department of Planning, Building and Code Enforcement (a,b)

### ***Timeframe:***

On-going

### ***Cost Estimates:***

Staffing costs to be determined

## 21. Develop Former Southern Pacific Property

### ***Issue:***

The former Southern Pacific property is an abandoned site bounded by Humboldt Street, Alma Street, 4<sup>th</sup> Street, and 7<sup>th</sup> Street. Although it lies outside the SNI boundary, residents feel that it should be included as part of the Spartan Keyes area. Development of this property should support the overall vision for the future of the community as established in both the *Neighborhood Plan* and the *East Gardner Specific Plan*.

### ***Action Steps:***

- a. *Identify Possible Land-Uses* – The Department of Planning, Building and Code Enforcement (PBCE) should work with Spartan Keyes residents to identify potential land uses for the former Southern Pacific property. Consideration should be given to *Plan* recommendations for a neighborhood elementary school, public open space, and community facilities.
- b. *Create a Connection from Hollywood/Humboldt Area* – Development of the property should include the addition of a physical connection between the Hollywood/Humboldt area to the greater Spartan Keyes neighborhood. Emphasis should be placed on creating a safe and aesthetically pleasing pedestrian route.

### ***Lead Departments/Organizations:***

Department of Planning, Building and Code Enforcement (a,b)

### ***Timeframe:***

Long Term: 7-10 years

### ***Cost Estimates:***

Engineering/Design costs to be determined

Capital Improvement costs to be determined



## 22. Develop Trail Along Coyote Creek

### ***Issue:***

Coyote Creek runs through the Story Road Landfill at the eastern edge of the Spartan Keyes neighborhood. Residents would like to develop a trail along Coyote Creek that connects the neighborhood with existing and proposed open spaces in adjacent areas. Development of this trail segment should be coordinated with city-wide efforts to create a continuous pedestrian path along Coyote Creek. This item is also part of item #1 and is included here in the event that priority item #1 is not completely implemented.

### ***Action Steps:***

- a. *Study Feasibility of a Trail Along Coyote Creek* – The Department of Parks, Recreation and Neighborhood Services (PRNS) should study the feasibility of a trail along Coyote Creek through the Story Road Landfill. If environmental factors prevent a trail in this location, a pedestrian trail should be considered along the abandoned rail line.
- b. *Secure Funding for Trail Improvements* – Following action step a, PRNS should secure funding for the development of the Coyote Creek trail. Possible funding sources include the “Rails to Trails” program.
- c. *Prepare Construction Plans* - Per action step b, PRNS should coordinate the preparation of construction plans for the Coyote Creek trail. Trail segments within Spartan Keyes should be connected to the proposed city-wide trail system to create a continuous pedestrian path.
- d. *Construct Trail* - Following action step c, PRNS should coordinate the construction of the Coyote Creek trail.

### ***Lead Departments/Organizations:***

Department of Parks, Recreation and Neighborhood Services

### ***Timeframe:***

Short Term 0-3 years

### ***Cost Estimates:***

Engineering/Design costs to be determined

Capital Improvement costs to be determined

**Action Plan Matrix (Listed in Priority Order)**

	<b>Neighborhood Improvement</b>	<b>Time Frame</b>	<b>Lead Departments</b>	<b>Potential Funding Source</b>	<b>City Service Areas</b>
<b>1</b>	<b>Develop Public Open Space at the Story Road Landfill</b>	<b>S/M</b>	<b>PBCE, PRNS</b>	<b>City Budget</b>	<b>RACS</b>
1a	Assemble Required Technical Information	S	PBCE		
1b	Decision Required on Use of the Story Road Landfill for Open Space	S	PRNS		
1c	Prepare Park Master Plans	S	PRNS		
1d	Obtain Easements through the San Jose Water Company Site	S/M	PRNS		
1e	Prepare Coyote Creek Trail Master Plan	S/M	PRNS		
1f	Prepare Construction Drawings	S/M	PRNS		
1g	Secure Funding for Park and Trail Construction	S/M	PRNS		
1h	Bid and Contract the Project	S/M	PRNS		
1i	Construct the Park and Trail Improvements	S/M	PRNS		
<b>2</b>	<b>Prepare and Implement Neighborhood Traffic Calming Plan</b>	<b>S</b>	<b>DOT, DPW</b>	<b>City Budget</b>	<b>TS</b>
2a	Evaluate Neighborhood Traffic Patterns	S	DOT		
2b	Prepare Neighborhood Traffic Calming Studies	S	DOT		
2c	Install Traffic Calming Measures	S	DPW		
<b>3</b>	<b>Improve the Keyes Street Streetscape</b>	<b>S/M</b>	<b>DOT, DPW, SJRA</b>	<b>General Fund, Redevelopment Fund</b>	<b>TS</b>
3a	Prepare a Streetscape Improvement Plan	S	DOT, DPW		
3b	Evaluate Pedestrian Crossings	S	DOT		

3c	Install Enhanced Crossings	S	DPW		
3d	Install Frontage Street Trees	S	SJRA		
3e	Install Frontage Lighting	S	SJRA		
3f	Study the Feasibility of a Center Median	S	DPW		
3g	Construct a Center Median	M	SJRA, DPW		
3f	Establish Bike Lanes	S	DOT		
4	<b>Revitalize and Attract Neighborhood Friendly Businesses Along Keyes Street</b>	S	PBCE, SJRA	General Fund, Redevelopment Fund	EAND
4a	General Plan Amendments	S	PBCE		
4b	Rezone Selected Properties	S	PBCE		
4c	Make Property and Façade Improvements	S	SJRA		
4d	Help Strengthen and Retain Appropriate Existing Businesses	S	OED		
4e	Recruit New Business	M	SJRA		
5	<b>Develop a Park in the East Gardner Area</b>	S/M	PRNS	General Fund	RACS
5a	Acquire Land and Related Buildings for Park Development	S/M	PRNS		
5b	Prepare Park Plans	M	PRNS		
5c	Prepare Construction Drawings	M	PRNS		
5d	Secure Funding for Park Construction	M	PRNS		
5e	Prepare Bid Documents and Secure a Contractor	M	DPW		
5f	Construct the Project	M	DPW		

<b>6</b>	<b>Develop Arts-Oriented Uses in the East Gardner Area</b>	<b>S</b>	<b>PBCE</b>	<b>General Fund</b>	<b>RACS</b>
6a	Perform a Market Feasibility Study	S	SJRA, CAE		
6b	Complete the East Gardner Specific Plan	S	PBCE		
6c	Encourage Arts Related Uses	I/O	SJRA		
6d	Develop Arts Related Housing	S	Housing Department, SJRA		
6e	Consider Subsidies and Grants for Arts Related Projects	I/O	SJRA		
6f	Acquire the Historic American Can Company Building for Arts Related and Community Center Purposes	S/M	SJRA		
6g	Build Capacity of Neighborhood Arts Organization	O	SJRA, CAE		
<b>7</b>	<b>Study and Mitigate Neighborhood Noise Levels</b>	<b>S/M</b>	<b>PBCE, DPW</b>	<b>City Budget</b>	<b>EAUS</b>
7a	Complete Noise Analysis Along Interstate 280 and Neighborhood Truck Routes	S	PBCE		
7b	Map Potential Soundwall Locations	S	PBCE		
7c	Construct Soundwalls as Appropriate	M	DPW		
<b>8</b>	<b>Improve Access to Elementary Schools</b>	<b>S</b>	<b>DOT</b>	<b>"Safe Routes to School"</b>	<b>PSS</b>
8a	Identify Primary Pedestrian Routes to Local Schools	S	DOT		
8b	Identify Needed Improvements	S	DOT		
8c	Install Appropriate Route-to-School Pedestrian Improvements	S	DPW		
8d	Identify Improvements Needed at School Bus Stops	S	DOT		
8e	Install Appropriate Bus Stop Enhancements or Relocations	S	DOT		
<b>9</b>	<b>Explore Opportunities for a Neighborhood Elementary School</b>	<b>S/M</b>	<b>PBCE</b>	<b>General Fund</b>	<b>EAND</b>

9a	Explore the Demand for and Feasibility of a New Elementary School	S	PBCE		
9b	Identify Potential Sites for a Neighborhood School	M	PBCE		
9c	Explore Sources for Funding a New School	S			
<b>10</b>	<b>Improve the Martha Street Corridor as a Pedestrian/Bicycle Route</b>	<b>S/M</b>	<b>DOT, DPW</b>	<b>General Fund</b>	<b>TS</b>
10a	Prepare a Pedestrian Corridor Improvement Plan	S	DOT, DPW		
10b	Prepare Design and Construction Plans	S	DPW		
10c	Install Pedestrian and Bicycle Improvements	S	DPW		
10d	Install Frontage Street Trees	M	DOT/DPW		
<b>11</b>	<b>Improve Condition of Streets and Sidewalks</b>	<b>S/O</b>	<b>DOT, DPW</b>	<b>City Budget</b>	<b>TS</b>
11a	Evaluate Condition of Streets and Sidewalks	S	DOT		
11b	Repair Streets as Necessary	S/O	DOT, DPW		
11c	Restripe Lanes and Crosswalks Where Necessary	S/O	DPW		
11d	Install and Repair Sidewalks as Necessary	S/O	DOT/DPW		
11e	Promote the Use of the City's Sidewalk Reimbursement Program	S/O	DOT		
<b>12</b>	<b>Increase Police Presence</b>	<b>O</b>	<b>SJPD</b>	<b>City Budget</b>	<b>PSS</b>
12a	Identify Key Neighborhood Issues	O	SJPD		
12b	Perform Regular Neighborhood Patrols	O	SJPD		
12c	Develop a Neighborhood Watch Program	O	SJPD		
<b>13</b>	<b>Discourage Industrial Businesses</b>	<b>O</b>	<b>PBCE</b>	<b>City Budget</b>	<b>EAND</b>



13a	Explore Policy Options	O	PBCE		
13b	Promote Community Vision	O	PBCE		
<b>14</b>	<b>Mitigate Overflow Parking from Spartan Stadium</b>	<b>S</b>	<b>DOT</b>	<b>General Fund</b>	<b>TS</b>
14a	Prepare a Neighborhood Parking Study	S	DOT		
14b	Evaluate Parking Control Measures	S	DOT		
14c	Implement and Maintain Residential Parking Controls as Appropriate	S	DOT		
<b>15</b>	<b>Improve Neighborhood Streetscapes</b>	<b>S/M</b>	<b>DOT, DPW</b>	<b>General Fund</b>	<b>TS</b>
15a	Evaluate Neighborhood Streetscapes	S	DOT		
15b	Install Lighting Where Appropriate	M	DOT, DPW		
15c	Install Street Trees Where Appropriate	M	DOT, DPW		
15d	Enhance Pedestrian Crossings	S	DOT, DPW		
<b>16</b>	<b>Improve Safety at Freeway Underpasses</b>	<b>S</b>	<b>DOT, PBCE, SJPD</b>	<b>General Fund, City Budget</b>	<b>PSS</b>
16a	Improve Lighting at Freeway Undercrossings	S	DOT		
16b	Enhance Pedestrian Crossings at Freeway On and Off-Ramps	S	DOT		
16c	Restrict Access to Caltrans Right-of-Way	S	PBCE		
16d	Increase Homeless Sweeps	S	SJPD		
<b>17</b>	<b>Establish Neighborhood Design Guidelines</b>	<b>O</b>	<b>PBCE</b>	<b>City Budget</b>	<b>EAND</b>
17a	Establish Guidelines for New Development	O	PBCE		
17b	Establish Guidelines for Building Conservation	O	PBCE		

17c	Establish Guidelines for Commercial Development and Renovation	O	PBCE		
18	<b>Maintain/Improve Undeveloped Open Space</b>	O	<b>PRNS, General Services</b>	<b>City Budget</b>	<b>RACS</b>
18a	Provide Funding Assistance for Maintenance of Beautification Parcels	O	PRNS		
18b	Establish a Program for the Maintenance of Vacant City-Owned Properties	O	General Services		
19	<b>Encourage Neighborhood-Accessible Public Facilities</b>	O	<b>PBCE</b>	<b>City Budget</b>	<b>EAND</b>
19a	Identify Facilities Desired Within the Community	O	PBCE		
19b	Explore Opportunities for Development of Public Facilities	O	PBCE		
20	<b>Improve Neighborhood Code Enforcement</b>	O	<b>PBCE</b>	<b>City Budget</b>	<b>PSS</b>
20a	Increase Code Enforcement Budget and Personnel	O	PBCE		
20b	Perform Regular Sweeps for Building and Code Violations	O	PBCE		
21	<b>Develop Former Southern Pacific Property</b>	L	<b>PBCE</b>	<b>City Budget</b>	<b>EAND</b>
21a	Identify Possible Land Uses	L	PBCE		
21b	Create a Connection from Hollywood/Humboldt Area	L	PBCE		
22	<b>Develop Trail Along Coyote Creek</b>	S	<b>PRNS</b>	<b>"Rails to Trails" program</b>	<b>RACS</b>
22a	Study the Feasibility of a Trail Along Coyote Creek	S	PRNS		
22b	Secure Funding for Trail Improvements	S	PRNS		
22c	Prepare Construction Plans	S	PRNS		
22d	Construct Trail	S	PRNS		

I - Immediate: 0-18 months  
S - Short Term: 1-3 years  
M - Medium Term: 4-6 years  
L - Long Term: 7-10 years  
O - Ongoing

**DES:** Department of Environmental Services  
**DOT:** Department of Transportation  
**DPW:** Department of Public Works  
**PBCE:** Department of Planning, Building & Code Enforcement  
**PRNS:** Department of Parks, Recreation & Neighborhood Services  
**RDA:** San Jose Redevelopment Agency  
**SJPD:** San Jose Police Department  
**DPNA:** Delmas Park Neighborhood Association

**EAND:** Economic and Neighborhood Development  
**EAUS:** Environment and Utility Services  
**PSS:** Public Safety Services  
**RACS:** Recreation and Cultural Services  
**TS:** Transportation Services